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The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, NOVEMBER 18, 1932

NOV 18 1932

1907-1932
25TH ANNIVERSARY



CENTRAL LIFE
INSURANCE COMPANY
OF ILLINOIS

B/S

"A Source of Comfort Through the Years"

The Record of a Small Policy

THE following letter from a Wisconsin clergyman illustrates strikingly how even a small life policy *kept in force* may be the chief or sole means to security and peace in the later years of life:

"My mind goes back across the years, to an afternoon in North Dakota, when a representative of the New York Life came to my home and urged me to take out some Life Insurance. I believed in insurance but was too poor to make a start. I was so short of money that the agent had to lend me the money for my first premium. My only regret is that I did not let him make it three thousand instead of one, as he wanted to do.

"It has been a source of comfort through the years, to have even so small an amount in a safe place. Now we are no longer young, and have decided to buy a little home. This means that we need the small savings the New York Life has been keeping for us these many years..."

This is a \$1,000 20 Payment Life policy issued at age 35. Total premiums paid —\$766.80. Present cash value, including dividend deposits, amounts to \$1,146.21. Through all these years the beneficiary has been protected for \$1,000.

A life or endowment policy (but not term insurance) is an Insured Savings Plan with guaranteed values for retirement.



HOME OFFICE BUILDING

NEW YORK LIFE INSURANCE COMPANY

51 MADISON AVENUE
NEW YORK, N. Y.

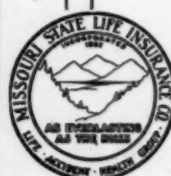
NOVEMBER 23 Our 40th Birthday

The sound and constructive growth of the Missouri State Life Insurance Company since its organization in November, 1892, is most clearly reflected in the operating statistics of its business over a period of years. The following figures reveal a steady, uninterrupted growth and clearly indicate the rapid progress of the Company during its remarkable career.

Year Ending Dec. 31	Admitted Assets	Surplus for Protection of Policyholders	No. of Policies In Force	Insurance in Force
1893	\$ 6,635	\$	603	\$ 902,000
1902	250,560	130,278	3,288	4,777,421
1912	8,001,457	1,691,399	43,220	71,411,018
1922	39,642,846	4,647,766	*151,230	385,579,745
1931	154,944,349	7,564,953	*353,563	1,124,983,380

*Does not include individual group certificates.

The Company is closing its 40th year with a constantly increasing production due to the loyal and energetic cooperation of its Agency organization and the helpful sales plans given it.



A Good Company to Represent

MISSOURI STATE LIFE INSURANCE COMPANY

Home Office, St. Louis



CELEBRATES ITS
EIGHTY-SECOND
ANNIVERSARY

ÆTNA LIFE INSURANCE COMPANY
HARTFORD CONNECTICUT

Stewardship

THE MUTUAL BENEFIT is justly proud of its record of stewardship, for funds entrusted to its care have been conserved and wisely increased. Neither war, nor plague nor panic has prevented the performance of its contracts. And in that constancy there is confidence that members of the Company will continue to find safety in Mutual Benefit protection. New policies being issued daily are contractual obligations and will further demonstrate the unchanging character of Mutual Benefit security . . . the first law of a life insurance company is security.

The MUTUAL BENEFIT LIFE INSURANCE COMPANY

Newark, New Jersey

And Now

More than twenty millions of Americans voted for a change of administration. They believe, a multitude of them, rightly or wrongly, that additional constructive legislation in domestic affairs, an elastic adjustment of our foreign affairs, and newborn confidence at home, will reduce unemployment, expand manufactures and commerce, and lift agriculture out of its strangling slough.

There will probably be unity of government at Washington, under the direction of patriotic, able men, whose experience in finance, governmental business, manufactures, commerce, and agriculture will be energetically and conscientiously employed for the good of the nation.

This writer has seen every election since that of Garfield in 1880, and early learned that, although a time of uncertainty sometimes followed, pre-election "ruin" never eventuated. Of Republican and Democratic administrations alike may be said what Garfield declared when Lincoln was assassinated, "God reigns, and the Government at Washington still lives!"

THE PENN MUTUAL LIFE INSURANCE COMPANY

Independence Square

WM. A. LAW, President

PHILADELPHIA

THE FORMULA OF SUCCESS

LIFE INSURANCE can be explained in plain, everyday language. The facts can be simply stated. People need to be told about life insurance by one who knows life insurance and its adaptability. Salesmen of integrity, ability and courage who will work systematically and plainly state the facts of life insurance service will be Masters of their craft and successful.

THE MUTUAL LIFE OF NEW YORK, with its long history of increasing success, offers opportunity. It writes Annuities and all Standard forms of life insurance. Double Indemnity Benefits. It has many practices to broaden and expedite service for Field Representatives and for Policyholders.

Those contemplating engaging in life insurance field work as a career of broad service and personal achievement are invited to apply to

The Mutual Life Insurance Company of New York

34 Nassau Street

DAVID F. HOUSTON
President

New York, N. Y.

GEORGE K. SARGENT
Vice-President and
Manager of Agencies



WHEN YOU SELL LIFE INSURANCE SELL CONTENTMENT!

It is true that a life insurance policy is a contract. But it is much more than that. It is a guarantee of contentment for the weak and aged. It is a ransom for the hostages of fortune. It is a barrier against cold, privation and poverty. Sell **CONTENTMENT!**

Provident Mutual
Life Insurance Company of Philadelphia

Founded 1865

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Sixth Year No. 47

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, NOVEMBER 18, 1932

\$3.00 Per Year, 15 Cents a Copy

Decapitation in Official Ranks

Many Insurance Commissioners Will Be Retired After First of Year

FISHBACK WAS DEFEATED

Livingston of Michigan and Tarver of Texas Are Slated for Early Departure

The Democratic landslide will make a number of changes in the office of insurance commissioner in a number of states. It will remove from the ranks some of the old-timers and some of the commissioners that have been particularly successful and helpful. Probably the greatest upset was the defeat of Commissioner H. O. Fishback of Washington, who is the dean of the insurance commissioners, and had been in the service longer than any other of the supervising officials. He first became insurance commissioner in the election of November, 1912, and has served continuously. He is a past president of the National Convention of Insurance Commissioners and at the recent Texas convention was elected a member of the executive committee. His successor is W. A. Sullivan, a local agent at Seattle, head of the agency of W. A. Sullivan & Co. He is treasurer of the King county Democratic committee. In his prelection statement, the new commissioner declared that he planned to enforce the insurance laws in a way that would eliminate agency appointments for rebating purposes. He stated that he would render all possible assistance to the agents in their effort to make the monopolistic compensation fund optional. He stated he was in favor of higher standards of agency appointments.

Livingston May Be Out of Office

A Democratic governor was elected in Michigan, which probably means the retirement of Commissioner C. D. Livingston. That will bring deep regret to all as Mr. Livingston has proved one of the outstanding officials of the country. He just retired as president of the National Convention of Insurance Commissioners. While pressure will be made on the Democratic governor to reappoint him, it is hardly likely that he will accede. Commissioner Livingston was originally appointed early in 1927 by Governor Green, whom he had known since their college days at the Ypsilanti Normal school. He was continued in office by Governor Brucker when the latter, who had been a Green appointee to the attorney general's chair, succeeded his former chief in the gubernatorial office.

So far the governor-elect has let drop no hints as to his choices for departmental positions and insurance men

New Life Insurance Is Off for the Ten Months

New life insurance production in October was 18 percent less than in October, 1931. Total new life insurance for the first ten months was 15.7 percent below the amount for the same period a year ago. These facts are revealed by the Association of Life Insurance Presidents.

For October, the total new business of all classes was \$670,420,000 against \$817,858,000 during October of 1931—a decrease of 18 percent. New ordinary insurance totaled \$433,499,000 against \$563,423,000, a decrease of 23.1 percent. Industrial amounted to \$198,053,000 against \$213,931,000—a decrease of 7.4 percent. Group was \$38,868,000 against \$40,504,000—a decrease of 4 percent.

For the first ten months, the new business was \$7,691,263,000 this year against \$9,121,199,000 last year—a decrease of

15.7 percent. New ordinary amounted to \$5,030,673,000 against \$6,149,787,000—a decrease of 18.2 percent. Industrial amounted to \$2,137,521,000 against \$2,305,048,000—a decrease of 7.3 percent. Group insurance amounted to \$523,069,000 against \$666,364,000—a decrease of 21.5 percent.

New paid business for the ten months of 1931 and 1932 is compared:

	1931	1932	Inc. or Dec. Percent
Jan.	\$ 888,335,000	\$ 944,848,000	6.4
Feb.	911,937,000	832,059,000	-8.8
March	1,028,328,000	889,664,000	-13.5
April	1,024,539,000	822,990,000	-19.7
May	980,346,000	760,127,000	-22.5
June	1,006,145,000	769,336,000	-23.5
July	905,042,000	692,113,000	-23.5
Aug.	839,451,000	669,375,000	-20.3
Sept.	720,218,000	640,331,000	-11.1
Oct.	817,858,000	670,420,000	-18.0
	\$9,121,199,000	\$7,691,263,000	-15.7

have little basis for speculation as to who the next commissioner will be. The name of J. Earle Brown, prominent Lansing attorney, who is a director of the Detroit Life and has served as counsel for several insurance organizations, has been mentioned but it is considered problematical whether Mr. Brown could sacrifice his extensive law practice to accept such an appointment. Stanley Risk, Muskegon insurance man, ran for Congress and was narrowly defeated in the primary for the Democratic nomination in the ninth district. Whether he would wish any other public office has not been disclosed. The new governor will be asked to consult the Michigan Association of Insurance Agents before definitely appointing a new commissioner.

The term of Commissioner Mitchell of California does not expire until April of next year.

Missouri Likely to See New Face

The overwhelming victory of Judge Park, the Democratic candidate for governor of Missouri, will mean undoubtedly the retirement of Commissioner J. B. Thompson, who was elected chairman of the executive committee of the National Convention of Insurance Commissioners at the Texas meeting. There is considerable doubt as to who will get the Missouri appointment. Some are inclined to believe that the appointee will come from Kansas City.

Mortensen Secure in His Seat

The election of Mrs. Ferguson as governor of Texas will mean the retirement of W. A. Tarver, life insurance commissioner and chairman of the board, whose term expires Feb. 1. Judge Tarver supported Governor Sterling very actively for reelection. Mr. Tarver is president of the National Convention of Insurance Commissioners. The term of the casualty commissioner, W. S. Pope, expires in 1933, while the fire commissioner's term, Raymond Mauk, expires in 1937.

Many felt that the election of A. G. Schmedeman as Democratic governor in Wisconsin would mean the early retire-

ment of Commissioner H. J. Mortensen. However, he was appointed by Governor LaFollette on July 1 of last year for a four-year term. Inasmuch as the progressive Republicans in the campaign were lined up with the Democrats, it is believed there will be harmonious working between the LaFollette appointees and the Democratic state officials.

S. A. Olsness of North Dakota was reelected to serve his ninth term. With the retirement of Mr. Fishback, Mr. Olsness becomes the dean of the fraternity.

Van Schaick Outstanding Figure

J. G. McQuarrie of Utah was appointed to his position in 1925 and probably will continue. He is a Democrat and a Democratic governor was elected. His term runs until April 1.

Commissioner Bowles of Virginia was not affected by the election. He is rounding out three years of a four-year term. The commissioner is appointed by the state corporation commission in Virginia.

(CONTINUED ON PAGE 10)

Outside Loans Only One Tenth Percent of Assets

Life insurance companies met the test of the depression without sacrificing the protection of policyholders in satisfying the great demand for policy loans and cash values, said President Thomas I. Parkinson of the Equitable Life of New York at the first fall meeting of the Philadelphia Association of Life Underwriters. Only a few companies, he said, have found it necessary to call upon outside assistance in meeting the demands of policyholders. The aggregate of the outside loans obtained by the companies is only .1 percent of their combined assets.

Group People in Annual Meet

Cost of Conversions Was One of the Main Subjects Discussed

MAXIMUM COVERAGE UP

State Taxes Have Become a Perplexing Problem Due to Conflicting Claims Arising

The Group Life Association met in New York City, reelecting B. D. Flynn, vice-president of the Travelers, chairman of the life section and J. F. Little of the Prudential, chairman of the health and accident division.

H. S. Beers, assistant actuary Aetna Life was reelected secretary of the association.

Among the subjects discussed were the cost of conversions, the advisability of limiting the maximum coverage on a single life to \$10,000 instead of \$20,000 as at present, the allocation of taxes on premiums where the insured company operates in more than one state, and the advisability of limiting death and dismemberment coverage to age 70.

As a result of the New York department's request that group-writing companies recommend to it what they considered a proper minimum allowance for the cost of group conversions, it was decided that a figure of \$40 per thousand should be recommended as the minimum.

Higher Cost Is Expected

It is expected that the cost of group conversions will be somewhat higher when the effect of the new total and permanent disability clause begins to be felt. It is assumed that there will be more conversions by poor risks, as the only protection for the employee who leaves service because of disability is a waiver of premiums so long as he continues disabled, but only for a length of time equal to the time he has been employed and in no case for more than one year.

Thus, the tendency would be to convert to ordinary life, as the employee leaving because of disability would be in a precarious position if he depended solely on the waiver provision. If he did not convert, he might die after the expiration of the waiver period or he might recover and be unable to pass a medical examination for other insurance.

Employer May Pay

However, it is pointed out that conversions will be influenced somewhat by the fact that employers may keep a disabled employee covered so long as he is incapacitated, by paying the premium for his insurance. Probably there will be many cases where altruistic employers will meet their contribution and the employee's, also cases in which the insur-

(CONTINUED ON LAST PAGE)

Gives His Views on State Comity

Insurance Commissioner Reece of
Tennessee Addresses the
Local Agents

DEFENDS HIS COURSE

Declares He Sought to Protect Policy-
holders—Drew Fire of Other
State Officials

Insurance Commissioner J. I. Reece of Nashville in a talk before the Tennessee Association of Insurance Agents at Nashville defended the course he has pursued in his office, attempting, he said, to protect the policyholders of his state. The chief issue arose with some of the life companies. He objected to the character of the management and investments, claiming that a continuance of the methods to which he objected would engulf the companies in greater difficulty. He brought a suit for a receiver for one large company and refused to relicense others. He objected to certain phases of companies in some of the other states and hence incurred the wrath of some commissioners who declared that the principle of state comity was being violated.

Position of Commissioner Given

Commissioner Reece stated that there is a mandate resting on the Tennessee commissioner making him responsible for solvency. If the commissioner finds something vitally wrong with a company and takes it up with the home commissioner and the latter does not act, then, he declared, the Tennessee commissioner has a perfect right to move along lines that seemed to him desirable. When the financial statements were filed with his department, Commissioner Reece stated that he did not issue permanent licenses at once because he wanted to take time to check over these returns. Many companies opposed this action. He stated that he was perfectly sincere in what he attempted to do. He said that he was brought into the limelight in a work that should have been done quietly. He declared that he desired conditions corrected without any violation of comity between states. He said that he had no desire to encroach on the prerogatives of other states but that the responsibility rested on him to protect the citizens of his state.

Feels Objectives Are Better Understood

Mr. Reece declared that his objectives were now better understood. He said that he may have made mistakes and he asserts he undertook to do too much in a short time. Mr. Reece asserted that it has been stated that an insurance commissioner is a czar. He said, however, that the qualities as a czar fade out because when he does something to which a company or companies object, they bring tremendous pressure to bear and after a while the commissioner realizes that if he tries to accomplish something he may meet with no end of obstacles. Mr. Reece said that he has simply been trying to do a hard job in the way that seemed to him to be right.

He asserted that it is a mistake to say, for instance, that the Tennessee commissioner in calling attention of another commissioner to weaknesses in companies domiciled in the state of the latter official really intended any insult to the home commissioner. He said that if a defect is discovered by an outside

(CONTINUED ON PAGE 11)

Pointed Tips on Present Day Selling Given by Executive

Three speakers of national prominence in life insurance drew the largest attendance ever recorded at a monthly meeting of the New York City Life Underwriters Association at its November gathering.

They were Superintendent Van Schaick of the New York department, Third Vice-president H. E. North of the Metropolitan, and President C. C. Thompson of the National Association of Life Underwriters who is manager for the Metropolitan at Seattle, Wash. There was a large turnout of local Metropolitan men in honor of the two representatives of their company.

Mr. Van Schaick cited the splendid record of life companies in meeting all their obligations, saying that "no policyholder in legal reserve life insurance companies licensed to do business in the state of New York has suffered one dollar loss either in loan value or otherwise."

National President Brings Agents' Greetings

Mr. Thompson brought greetings of the National association and called attention to the active cooperation between the national body and various life companies. He quoted a statement by Dr. William Comfort, president of Haverford college, to the effect that the ability to cooperate is one of the four requisites of a balanced education. Mr. Thompson said membership of the National association was the highest it has ever been, in number of members and number of local associations.

Mr. North gave practical ideas on selling under present-day conditions and interesting facts on sales possibilities in the metropolitan area. There are, he said, about 2,500,000 gainfully employed men and about 800,000 women similarly occupied in New York.

The total wealth in Greater New York he set at 40 to 50 billion dollars, and estimated total insurance in force at about \$14,000,000,000. Thus, while the per capita average for the United States is about \$882, and for New York state about \$1,590, the New York city average is between \$2,000 and \$2,200.

The life agent of today, more than ever before, must know his business, Mr. North declared. Not only must he know it, but he must feel its value. Mere

lip service is not enough. In talking to prospects Mr. North warned his listeners not to assume too much understanding on the part of the public and not to confuse buyers by using technical terms.

"In talking to your prospects make your presentation graphic," he said. "Make them want it. There is nothing that compares with your proposition but it needs you to put it across to the public. And don't talk too much about dividends. How do you know what dividends will be in the future? Don't make statements which may come back later on to plague you."

Agents Should Permit Prospects to "Save Face"

Mr. North urged the use of standardized sales talks, pointing out that whether agents realized it or not they were using some sort of standardized talk, and one that was frequently much poorer than they imagined. If an agent could stand behind a door and listen to himself talk to a prospect he would be very much surprised, Mr. North asserted.

Always remember that the prospect wants to think he bought of his own accord and that the agent didn't sell him, Mr. North counselled. If the prospect has said "No," diplomacy must be used so that he can assent later without appearing to weaken, as the prospect, like the Chinese, is most anxious to avoid "losing face."

Prospects with moderate incomes are the best, Mr. North said, because there are so many of them. Of the total population, 97 percent have never made as much as \$5,000 in any one year. The man of moderate income needs protection and a retirement fund just as much as the wealthier man, Mr. North pointed out, and it is up to the underwriter to take care of this class. He urged the maintenance of high standards in the business. Evils cannot be corrected by statute or by the companies, he said, but only by the underwriters themselves.

Dr. Julius Klein, Assistant Secretary of Commerce; Insurance Commissioner G. D. Riley of Mississippi and Dr. H. W. Dingman, vice-president and medical director of the Continental Assurance and Continental Casualty of Chicago, will be the speakers at the next meeting, Dec. 6.

Pacific Mutual Is Planning to Leave New York State

NEW YORK, Nov. 16.—The Pacific Mutual has informed its brokers that it will withdraw from New York State Dec. 15. It is understood that the change is the result of the company's adoption of the policy of concentrating its efforts on agents writing life and accident and health, rather than the accident and health line exclusively. The company is entered in New York for accident and health but not for life.

Barnes, Burruss to Speak

Julius H. Barnes, chairman of the board of the Missouri State Life, will be one of the chief speakers at the annual sales executive conference under the auspices of the sales managers' bureau of St. Louis Nov. 18. W. B. Burruss, sales consultant, is also on the program.

Prudential Claim Man Dies

John T. Mathews, assistant manager of the industrial claims department of the Prudential at the head office, died Saturday after a brief illness at his home in Newark.

Phoenix Mutual Issues Its Modified Life Contract

The Phoenix Mutual is encouraging its field force in the solicitation of low cost life insurance by the issuance of a modified life with change of rate at end of three years. Rates double at the end of three years and surrender values begin at the end of four years. Dividends are payable at the end of the first year and annually thereafter. This policy contains the Phoenix Mutual premium deposit fund which allows additional deposits to accumulate at interest for the purpose of paying up the policy. First year dividends are shown below along with the rates.

Age	Prem.	1st Div.	Age	Prem.	1st Div.
25....	\$ 9.43	\$1.35	41....	\$15.42	\$1.48
26....	9.67	1.37	42....	16.01	1.40
27....	9.92	1.37	43....	16.65	1.33
28....	10.19	1.39	44....	17.33	1.25
29....	10.47	1.40	45....	18.05	1.18
30....	10.76	1.41	46....	18.83	1.11
31....	11.07	1.42	47....	19.66	1.03
32....	11.41	1.44	48....	20.50	.92
33....	11.75	1.46	49....	21.49	.87
34....	12.12	1.48	50....	22.51	.75
35....	12.52	1.50	51....	23.60	.70
36....	12.93	1.52	52....	24.76	.60
37....	13.37	1.55	53....	26.01	.49
38....	13.84	1.59	54....	27.35	.43
39....	14.33	1.61	55....	28.79	.36
40....	14.86	1.65			

Leaders Analyze Figures for 1932

Life Presidents to Present Survey
Results at Annual
Meeting

INCREASE IN PAYMENTS

Buckner to Give Production Data—
World Survey by Fulton—Hardin
on Investments

NEW YORK, Nov. 17.—A feature of the annual meeting of the Association of Life Insurance Presidents in New York Dec. 8-9 will be the presentation of the studies concerning policy loans, investments, new business, insurance in force, payments to policyholders and beneficiaries and the national mortality trend, which is contributed to by all members of the association. The figures will be based on the actual experience of the first ten months of 1932, with careful estimates for the balance of the year.

A special investment summary will show the operations of life companies for three years and the adjustments made to meet the economic conditions since 1929. The mortality survey will date from 1922 and special emphasis will be placed on the health of the American people during depression years. Another interesting study which is being made with the cooperation of the United States Department of Commerce, will show the life insurance in force in various countries throughout the world.

Expect Increase in Payments

President Thomas A. Buckner of the New York Life as chairman will open the meeting with an address on "Broadening Life Values through Security." He will give the new production and insurance in force figures for 1932, as well as the payments to policyholders and beneficiaries, which are expected to exceed all past records this year. Mr. Buckner will also tell how the distribution of these vast sums aids in alleviating financial hardship.

Dr. A. S. Knight, medical director Metropolitan Life since 1899, will discuss national health trends during the last ten years. He will give the latest statistics available on death rates from major diseases, automobile fatalities and suicides.

A talk on "Security and Equity through Sound Selection" will be given by Vice-President Ray D. Murphy of the Equitable Life of New York, who will tell how life insurance has withstood the financial shock of the depression.

Fulton to Give World Survey

The figures on the life insurance in force in the various countries will be presented by President James A. Fulton of the Home Life of New York. Prior to the depression the United States had about 70 percent of the total in the whole world and the survey will show the extent to which this lead has been maintained in the face of economic difficulties.

Life insurance investments will be covered in a talk by President John R. Hardin of the Mutual Benefit Life, who will show how the investment operations of the life companies have been influenced by the altered conditions imposed by economic stringency. Policy loans and the investment turnover will be analyzed by Mr. Hardin.

The dual role of life insurance in its
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Changes Seen in Life Insurance

Actuary W. P. Coler Declares
Officials Must Be Prepared
to Act

NEED FOR REAL VISION

Careful Analysis Should Be Made of
Prevailing Tendencies—Practical
Technicians in Demand

W. P. Coler, actuary of the American Central Life, spoke before the Detroit Actuaries Club this week, taking the position that there is a great need today for more practical actuaries who can teach their associates the fundamentals of the business. He said that insurance is subject to many of the usual economic laws. There is every reason to believe that in a time of decreasing commodity prices company officers will have to find ways to reduce the price of their products. All costs, Mr. Coler said, must come down.

Price Alone Does Not Govern

Price alone, he contended, does not sell insurance. The personality of a company and its salesmen count. The capability of the actuary cuts a figure. Mr. Coler confessed that he did not know the direction that new developments will take but he knows they will come. He said that at the recent Chicago meeting one of the speakers pointed out that an increase in average policy size will compensate for a higher lapse rate. He said it is important that actuaries work out the figures for each of their companies and that the other officials be educated to the importance of keeping constantly before the agency people the desirable attributes of business.

Some Topics of Interest

The following, he said, come readily to mind:

1. Average policy size.
2. Mortality.
3. Persistency.
4. Collection of cash at the time of securing application.
5. Annual payment.
6. Freedom from complicated settlement options requiring special attention.
7. Selection of quality of business so that there will be a minimum of expense in collecting premiums by avoiding premium extension, etc.

Features of Scientific Basis

A nonparticipating company, he asserted, has had to make its premium calculations on one or two bases. If it be scientific, it must take into account such matters as the exact rate of mortality and interest to be expected, average policy size under several plans, probable persistency of business, the effect on the premium and of the surrender charge to be used, and the expenses. Mutual companies, he said, will of necessity have to make studies of this kind more and more frequently in order to arrange the distribution of dividends on a more scientific basis and to continue to compete with the nonparticipating companies.

The other method of computing nonparticipating rates is the one of studying the rates of competitors and adopting the one at approximately the same level, going on the assumption that such a company has survived and made money on these rates.

Mr. Coler asked whether anyone has investigated whether life companies

New York Meeting Program of Life Counsel Announced

The Association of Life Insurance Counsel will hold its annual meeting in New York City Dec. 6-7. President Francis V. Keesling, West Coast Life, will open the first session at 3 p. m., Dec. 6. The following papers will be read: John A. Chambliss, Provident Life & Accident, on "Trial Tactics—in Tennessee"; E. M. Grossman, Central States Life, "Problems of the insurer when attempted change of beneficiary is incomplete, irregular, or of doubtful validity"; David Kay, Jr., Mutual Benefit Life, "The Life Insurance Law of New Jersey"; Earl S. MacArthur, Teachers Insurance & Annuity, "Taxation of Annuities"; Allen May, Missouri State Life, "Can the insured be required to submit to medical or surgical treatment to minimize his claim?"; and George W. Pepper, Penn Mutual Life, "Federal Jurisdiction Based on Diversity of Citizenship."

Alfred Hurrell, Prudential, is vice-president of the Association of Life Insurance Counsel, and Harry C. Bates, Metropolitan Life, secretary-treasurer.

New Michigan Underwriters Hand-Book Is Now Issued

The 1932 edition of the Underwriters Hand-Book of Michigan, published by THE NATIONAL UNDERWRITER, has just been issued. This is a book of over 625 pages, all devoted to Michigan insurance-wise. Just the index of the contents indicate the scope of the book. There is given a list of adjusters, casualty and fire company affiliations, over 400 pages devoted to cities and towns giving agents and their companies, a list of insurance attorneys, automobile repair companies, casualty general agents and managers, classification of towns, statistics regarding all companies operating in the state, list of field men, insurance hotels, Michigan insurance laws, life insurance general agents, insurance organizations, Michigan insurance statistics, etc.

Jurgenson Lieutenant Governor

W. H. Jurgenson, president Western Union Life of Lincoln, was elected lieutenant governor of Nebraska at the recent election. Three or four months of active service are all that is required in that post. Lloyd Dort, president Union Pacific Life, Omaha, went down to defeat as a candidate for state railway commissioner. Among the other casualties was Senator James A. Rodman, president American Thrift Assurance, Omaha, who had been repeatedly a member of the legislature. Senator Warner of Lincoln, who has been chairman of the insurance committee of the upper house for a number of sessions, was reelected, but being in a party minority will lose that honor. W. B. Price, who as deputy auditor was insurance commissioner many years ago, was elected state auditor.

have made their profit out of life insurance or out of the investment of their funds. He said there is need for a study of the real rate of interest. In the decade following the war, there was a gradual decrease in the rate of interest available on new investments. Numerous investment losses have been suffered. There is a further decrease in interest rates in prospect as well as adverse factors of increasing mortality and decreased production of new business. The future must bring a further decrease in expenses and a marked improvement in the technique of life insurance company management, he observed.

General Agent Suggests Cutting of Loan Interest

Reduction of interest on policy loans—only those in existence, and not new ones—from 6 percent to 4 percent as purely an emergency measure or form of moratorium operative only for a limited period, in an effort to conserve old heavily loaned business and destroy the most potent argument of the twister, is the novel suggestion made by a nationally known general agent of a large company.

It is made with full cognizance of the many difficulties which are apparent if such a method were attempted, and solely as a contribution to discussion of ways and means of stopping the still heavy tide of lapses and surrenders due to heavily hypothecated life insurance.

Pros and Cons of Plan

The principal argument for the plan is that it would permit a showing of an actual profit in carrying the old insurance, even counting the loan interest. One of the chief objections, the general agent frankly admits, is that discrimination against other policyholders might be charged and insurance departments probably would not be disposed to approve it.

A vital consideration, he says, is that the policy loan, lapse and surrender problem might well be considered as a national emergency, and some such means adopted without thought for the time being of the justice of the measure as between policyholders, but only with the idea of helping people save their life insurance. The plan decidedly should not be made permanent.

Three illustrations on ordinary life basis at various ages are given, the rates and values being those used by several large non-participating companies. The first is on the basis of a \$10,000 policy taken at age 30 with premium \$168.89, the full loan value at the end of ten years is \$1,000 and interest \$60 at 6 percent. Net amount at risk is \$9,000. The premium at age 40 is \$234.11 per \$1,000, or \$210.69 for \$9,000. The 2 percent interest reduction on this loan means a saving of \$20 a year. The old premium of \$168.89 plus \$40 interest equals \$208.89 as compared with \$210.69 for the new insurance.

Illustration at Age 40

At age 40 the ordinary life premium is \$234.10 for \$10,000 and at the end of ten years full loan value is \$1,540, leaving \$8,460 new amount at risk. The rate at age 50 is \$35.20, or the premium for \$8,460 is \$297.79. The old premium plus 4 percent interest on loan is only \$295.70. At age 50 the premium for \$10,000 is \$352.20 and full loan value end of ten years \$2,250; the net amount at risk thus is \$7,750. The rate at age 60 is \$57.37 per \$1,000 or \$443.84 for \$7,750. The old premium plus 4 percent loan interest is only \$442.40.

In addition to this advantage the old policy in each instance shows a cash value increase much greater than the

new one, as surrender charges have been eliminated.

Admittedly, if reduced loan interest were made available to all policyholders there would be a raid on reserves, if for no other reason than to obtain money to retire 6 percent or greater bank loans. However the suggestion is to set a 5-year time limit, after which time the policyholder would have to return to the 6 percent basis or pay off his loan.

Complication Pointed Out

The general agent raises the question whether a participating company could be permitted to take such action, thereby penalizing other policyholders who either have no loans or make some subsequently but are not entitled to the interest reduction, and must absorb on a prorata basis the cost of the plan benefiting the policyholder with an old loan. In any event, it is conceded special legislation probably would be required.

Companies very probably would not be disposed to consider a proposal which would mean the relinquishment even for a short period of so large an income. However, the general agent emphasizes that policy loans after all represent only about 16 percent of companies' assets, as shown by a report of the Association of Life Insurance Presidents. He says that a reduction of 2 percent in yield from this 16 percent of total assets represents only approximately 3/10ths of 1 percent lower yield from all assets.

Canadian Life Officers Meet

TORONTO, Nov. 17.—The annual meeting of the Canadian Life Insurance Officers' Association will be held here tomorrow. Reports will be presented by G. C. Moore and J. H. Lithgow, respectively president and vice-president. There will be committee reports on institutional advertising, public health and social insurance.

Special addresses will include: "Public Expenditure and Taxation in Canada," by Col. W. L. McGregor, chairman of a committee which has investigated this subject for the Canadian chamber of commerce; "Public Health Organization," by Dr. W. J. Bell, deputy minister of public health for Ontario; "Social Experiments and Insurance," by H. H. Wolfenden; "Taxation of Insurance Companies," by C. G. M. Wynne, Sun Life, and "Man's Attitude Towards His Physical Life," by Prof. Roy Fraser of Mount Allison University.

Nebraska Hearing Postponed

LINCOLN, NEB., Nov. 17.—Commissioner Herdman has postponed to a date not yet fixed the hearing on the protests of a number of life and casualty companies against having to pay taxes for 1931 on reinsurance premiums and dividends. Attorney General Sorensen failed of reelection and Assistant Attorney General Newkirk, on whose opinion the commissioner acted, will go out of office with him Jan. 5. Mr. Newkirk is reluctant to go ahead at this time because the new attorney general, Paul F. Good, may take the opposite view, as did a former occupant of that office, that the section of the law on which the demand was based was invalid because it sought to levy these taxes on foreign companies and exempted domestic companies. Commissioner Herdman has been asked by several New York company executives to fix the hearing so that it may be possible for them to attend in person.

Boynton Meets Death in Crash

W. Scott Boynton, 71, associated with the Ohio State Life, was killed in an automobile accident. He formerly lived in Norfolk, Va.

North Dakota Defeats Moratorium Measure

Defeat of the initiated measure in North Dakota to declare a debt moratorium for three years was one of the outstanding factors in the election last week, which marked the return of a non-partisan governor, William Langer. The initiated act would have given debtors three years' leave of absence. If such had carried it would have wrecked the state financially. Insurance men as well as other business interests all over the country were watching the outcome of this measure.

WHAT TO SAY

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"But, if we were to take an advertisement in your paper, what would we say? We don't have an advertising department, and even if we did have, I don't know what we could get up that would be striking or unusual"

Something of this sort is frequently said to us by officials of non-advertising companies.

The answer to this "objection" is that all any company needs to say in its advertisements is just about what its representative in the field would say to a prospective agent.

Every company has its own personality or atmosphere; its special way of doing business; its strong points or advantages. Out of the whole set-up may be extracted numerous "selling points" to be emphasized in presenting the company.

What do you tell a prospective agent when you are trying to appoint him? Do you merely suggest that it might be a good thing to represent your company or do you give him all of the reasons why?

Those reasons are what you should advertise. They are your talking points. They are what gives your company its individuality. Unless you keep on talking about them, advertising them, and making them generally known, your progress will be slow and difficult, as compared to the companies that do.

Your own agents and special agents can think of plenty of things of a favorable nature to say about your company. Surely, you have at least as much to say in your own behalf.

In order to be effective, advertising does not have to be sensational or strikingly unusual. In your advertisements just say plainly but persuasively the things there are to be said about your company. Say them regularly, sincerely and in a language that anyone can understand. If you do, you will soon find that you are building good will; that your company is becoming well and favorably known, and that new agency appointments are easier to make.

The only company which should not advertise in the insurance papers is the one which has absolutely no talking points, no personality, nothing to offer. Unless yours is such a company, you should be telling the insurance fraternity who you are, what you are, and why an agency for your particular company is advantageous and beneficial.

(Number 24 of a series devoted to the merits of National Underwriter advertising)

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The National Underwriter

The leading weekly insurance newspaper

E. J. WOHLGEMUTH
President



C. M. CARTWRIGHT
Managing Editor

Group Life Is Discussed at Meeting of Actuarial Club

ADDRESS BY PERCY T. CARTER

Progress Made in This Branch of the Business Pictured by Supervisor of Travelers

At the meeting of the Chicago Actuarial Club Tuesday, P. T. Carter, group district supervisor of the Travelers, presented a discussion on group life insurance. He said that about 20 years ago Chicago gave the world group life insurance, and 1912 is commonly accepted as the natal year of group insurance. In that year Montgomery Ward & Co. covered their 3,000 employees for approximately \$6,000,000 of insurance, he said, and the prominence of this company and the magnitude of the coverage attracted the attention of employers and life companies. At the close of 1912 there was over \$13,000,000 in group insurance in effect and at the end of 1915 \$100,000,000. Since that time with the development of accident and sickness insurance, accidental death and dismemberment, and the contributory group life plan, the popularity of this type of coverage mounted to undreamed of heights, he said, and has continued in public esteem, there now being in excess of nine billion dollars of group in force, covering some 6,000,000 workers in 17,000 establishments.

Explained Working of Plan

Mr. Carter explained the working of the group plan in all its phases from its beginning in 1912 to the present period, pointing out the moves which were effected to meet changing periods and conditions. Following Mr. Carter's talk, Ralph Booth of the Travelers discussed group insurance from an actuarial standpoint.

A review of the meetings of the Actuarial Society of America and the American Institute of Actuaries was given in open discussion, all members present taking part. The paper of M. A. Linton, was reviewed by W. O. Morris of the North American. Mr. Booth read a copy of a program of the St. Louis Actuarial Club in which Mr. Linton's talk was also scheduled for discussion.

The membership committee consists of Henry Bauer, chairman, Dwight Hoy and A. J. Schmidt. Members of the program committee are Ralph Booth, chairman, Robert Brown, Leo Lehane, Lynn Glover, and E. R. Carter.

Echo of Harpell Trial

J. R. Jarvis, editor of the "City Mid-Week" of London, and the publishers of that paper have been fined by the king's bench for publication of matter held prejudicial in the pending trial of J. J. Harpell, publisher of the "Montreal Journal of Commerce," charged with criminal libel against President Macaulay of the Sun Life of Montreal. Editor Jarvis and the publishers were found guilty of contempt of court. The attorney for the Sun Life stated that when the libel writs were issued in Montreal, Mr. Jarvis cabled Mr. Harpell. The cables and Mr. Harpell's reply were published in Canada.

Valuable Booklet Issued

The Metropolitan Life policyholders' service bureau has gotten out a new booklet entitled, "Accounting for the Cash Surrender Value of Business Life Insurance." This has a general relation to a study that the bureau conducted entitled, "Insurance Records Maintained by Business Organizations." The new booklet presents the results of an investigation of the policies and methods followed by business organizations in accounting for the cash surrender values of life insurance carried by the business on its executives.

President Ecker Honors Life Underwriters Head

President F. H. Ecker of the Metropolitan Life gave a luncheon in New York for C. C. Thompson, president of the National Association of Life Underwriters, while Mr. Thompson was in that city in his swing around the circle. Mr. Thompson is manager for the Metropolitan at Seattle. Guests at the luncheon were some of the Metropolitan Life officials and some of the leaders in the National Association of Life Underwriters who are located in New York. F. L. Jones, vice-president of the Equitable Life of New York, a former president of the life underwriters' association, was also at the table. Among the others were R. B. Hull, managing director; T. M. Riehle, first vice-president, and R. L. Jones, treasurer of the National Association of Life Underwriters; Walter Barton, president of the New York City Life Underwriters Association; Lawrence Priddy, leader in New York and national organization work; L. A. Lincoln, vice-president and general counsel; E. H. Wilkes, second vice-president, and H. E. North, third vice-president of the Metropolitan. Julian S. Myrick, George A. Kederich and Leon Gilbert Simon could not attend because of the conflicting engagement of the convention of the New York State Life Underwriters Association in Syracuse.

Mr. Ecker made a few gracious remarks. He said that the Metropolitan is in full sympathy with the work and purposes of the National association.

Legislative Activities Will Likely Be Quite Strenuous

Insurance companies and organizations anticipate a hard legislative season when the solons convene owing to the fact that there have been so many changes. The Democratic landslide engulfed a number of Republicans who had been in office for a number of years. It will therefore mean a large number of new legislators. Many of the men who have been seasoned and were on to all the ropes are out. Furthermore there will be a number of new insurance commissioners in office which will make the riding all the harder. Therefore, those who have to do with legislatures will find many of their old friends and contacts gone.

Harpell Given More Time

MONTREAL, Nov. 17.—J. J. Harpell, editor and publisher, appeared again in court here and entered a plea of not guilty to the charge of libel filed against him on complaint of T. B. Macaulay, president of the Sun Life. He has engaged counsel and the latter, on application for two weeks' time to prepare a special plea, was granted one week.

Mutual Benefit Leaders

L. B. Prince of Trenton, who joined Mutual Benefit agency ranks last March, led the company's agents in point of number of lives insured in October. A. P. Steler of Detroit is leader on lives for the first ten months while W. H. King, Lima, O., leads in volume for the same period.

C. L. U. Class at Fort Wayne

A number of Fort Wayne life men have formed a study group for the purpose of intensive study in preparation for the C. L. U. examinations. Meetings are held every Monday night. H. E. St. Clair, connected with the home office of the Lincoln National Life, is conducting the class. Mr. St. Clair passed the C. L. U. examinations in June, 1931.

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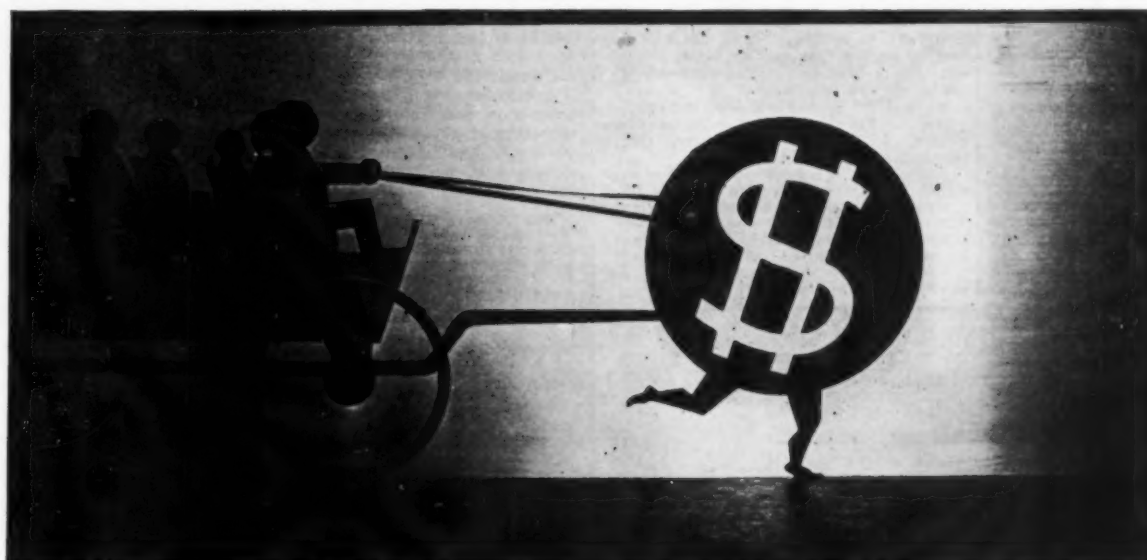
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A Great Family Of Dollar Guiders^{*}



STUDIES of buyer accep-
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demand show investment
life insurance and annuity
forms on a rising crest of
popularity. A **GAIN** of
more than 100% this year
over last has been recorded in the sale of
Retirement Income policies.

*Dollar Guiders

When a man buys investment insurance or an annuity, he is making sure that his money will do for him in the future exactly what he wants it to do. He is entrusting his dollars to an infallible guide. Hence the term "Dollar Guiders."

To meet this modern trend, The Lincoln National Life has created one of the most complete kits of investment life insurance and annuities ever offered.

Flexible, saleable, accept-
able—these "Dollar Guiders" give LNL
field men a wide choice of timely tools.

The Five Star Annuity.
The 4% Annuity.
Single Premium Immediate Life Annuities.
Single Premium Immediate Life Annuities with guaranteed return of premium.
Single Premium deferred annuities.
Single Premium deferred annuities with guaranteed return of premium.
Annual Premium deferred annuities.
Annual Premium deferred annuities with guaranteed return of premium.

Single Premium joint and last survivor annuities.
Annual Premium survivorship annuities.
Endowment annuities at 55, 60, or 65.
Short Term endowments.
Long Term endowments.
Single Premium life contracts.
Single Premium endowment contracts.
One year endowments.
The Twenty-Three Year Endowment.
The Retirement Income.

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE, INDIANA

Status of Dividends in Various Life Companies Is Summarized

Dividend action has been varied this year. Some companies have announced lower scales for 1933, others have voted increases. Many others, as noted below, contemplate no change, or already have decided to continue the 1932 scale. Of the 30 companies listed below, 12 apparently will make no change.

Due to the fact that dividend years do not always coincide with the calendar year, in some cases companies have not come to the point where a decision must be made. The status of dividends in these 25 companies is:

Aetna Life—Flat reduction of 25 percent in 1933 scale.

Berkshire Life—Last half of 1932 reduced.

Columbus Mutual Life—No change.

Connecticut Mutual Life—Expect a reduction of an average of 19 percent. Rate of interest 4.6 percent.

Continental American of Delaware—Effective Jan. 1, will pay an average of 33½ percent lower dividends than on the present scale.

Equitable of Iowa—No change.

Equitable of New York—No change.

Great-West Life of Canada—Will in-

crease dividend scale, effective Jan. 1.

Guardian Life, N. Y.—To reduce dividends 15 percent.

John Hancock—Expect little change, action early in December.

London Life of Canada—Will continue its 1932 dividend schedule for 1933.

Massachusetts Mutual—Expect 5 percent increase Jan. 1, over 1932 scale, payable June 1, 1933 to '34.

Minnesota Mutual Life—July 1, 1932, to June 1, 1933, decrease 50 percent.

Mutual Benefit Life—Decrease.

Mutual Life of Canada—Will reduce dividends to participating policyholders about 15 percent on first year policies and 10 percent on second year, effective Jan. 1, the first downward revision to be made by the company.

Mutual of New York—No change.

Mutual Trust—Present scale continues to May 1, 1933. Decision then. Cut 15 percent straight May 1, 1932.

National of Vermont—Reduction averaging 15 percent effective Jan. 1.

New England Mutual Life—No change.

New York Life—No change.

Northwestern Mutual—Decrease averaging 4 to 6 percent.

Northwestern National Life—25 percent reduction after July 1, 1932.

Pacific Mutual Life—Reduced after July 1, 1932.

Penn Mutual—No change.

Phoenix Mutual Life—20 percent reduction after July 1, 1932, to run four years.

Provident Mutual Life—No change.

Rio Grande National Life, Dallas—Will continue in 1933 the same dividend schedule as in 1932.

State Mutual Life—14 percent reduction.

Sun Life—No change. Present scale runs to April, 1933.

Union Central Life—Increase.

Sues to Recover License

G. F. Carr of Marion, O., representative of the Pure Protection Life, whose license was revoked a few weeks ago by the Ohio department on the ground of "unsuitability and violation of Section 13,171 of the general code of Ohio," has filed suit in the common pleas court at Columbus to prevent Superintendent C. T. Warner from interfering with his selling of life insurance. He said the department revoked his license without authority and asks that the department show cause why his license should not be restored.

The Empire Life of Toronto, which at the end of 1931 had capital of \$5,000,000 authorized, \$3,627,600 subscribed and \$492,000 paid up, is issuing another call for 10 percent or \$862,760. Shareholders have until Dec. 10 to meet the call.

Aggressive Agents Report New Business Increases

The Albachten-Strudell Agency of the Northwestern National Life in St. Louis sold \$752,420 of new business in October. Fred D. Strudell organized the agency a little more than a year ago. R. J. Albachten joining him in August. Mr. Strudell led the company's agency force as an individual producer in October with over \$350,000 of new business, Mr. Albachten ranking second with over \$150,000.

* * *

W. L. Stegall of Jackson, Tenn., district manager Mutual Life of New York, broke a "depression" record by having 53 people examined in one day for a total of \$114,000 insurance. Included in the 53 were two at Memphis, two at Jackson, Miss., and one at Boston, Mass. Plans for the drive were begun a month ago. Mr. Stegall was assisted by two representatives from the Memphis office.

Stebbins Tells Companies to Stop Writing Disability

L. A. Stebbins, well known insurance attorney in Chicago, in his paper before the Chicago Life Insurance Lawyers Club this week in discussing some of the problems arising out of the waiver of premium provision in a life policy, which has a disability clause, declared that many complications are liable to arise especially where the policyholders' physicians disagree with those representing the life company. In such cases liability is usually denied. The provisions, Mr. Stebbins pointed out, are in conflict. There is a further difficulty if the company comes from another state.

The attorney acting for the policyholder, Mr. Stebbins said, sometimes finds himself enmeshed in a series of legal complications from which there seems to be absolutely no certain way of escape. He said the companies writing disability claim, and no doubt truthfully, that this type of insurance is unprofitable. He said certainly it is unsatisfactory to the assured where the company denies liability, refuses to waive the premium and claims that no court in the jurisdiction where the plaintiff resides has any power to give any remedy by injunction to keep the policy in force, pending the determination of the question of facts as to whether the assured is totally and permanently disabled. Mr. Stebbins' moral is, "Stop writing this type of insurance."

Oppose Proposed Mutual Tax

PHILADELPHIA, Nov. 17.—One of the proposals to raise increased revenue for Philadelphia is 4-mill tax on property of mutual insurance companies. Though no hearing has yet been held on this plan, counsel for mutual life companies called on members of council's finance committee to express opposition to the plan.

Eastern Life's Good Gain

The Eastern Life's October paid-for business was twice that of any previous month of 1932. Lapses have fallen off, the total for the first 10 months being only about one-half what it was for the same period in 1931.

Cross Agency Is Leader

The ordinary branch of the Prudential at Cincinnati under the management of H. C. Cross is leading the company on group and wholesale business for 1932. It is not only leading in volume but also in the number of cases written. Four of Mr. Cross' agents are among the leading 12 agents and brokers on group and wholesale insurance for this year.



ORGANIZED SELLING METHODS

have produced the following improvement for the
"Man on the Street" who has used the Methods

For under 3 months.....1 sale in 9 interviews

For over 6 months.....1 sale in 7 interviews

A 29% IMPROVEMENT

THE MINNESOTA MUTUAL LIFE INSURANCE CO.

Saint Paul, Minnesota

Report Increases

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Life & Casualty of Chicago Gets Old Colony Business

DENY NUESKE VENUE CHANGE

**Contract Provides 100% Lien—Policy-
holders Lapsing Since Receivership
Entitled to Reinstatement**

Reinsurance of the Old Colony Life by the Life & Casualty of Chicago was ordered last week by Judge William V. Brothers of the Cook county circuit court in Chicago, despite a last minute effort of B. R. Nueske, former president, further to delay the proceedings by a petition for a change of venue, which was denied. The Life & Casualty's bid for the Old Colony Life's \$22,000,000 insurance in force was recommended by the receivers, Alvin S. Keys and J. A. O. Preus. Two other companies, the State Life of Illinois and the Illinois Bankers, submitted bids.

Will Pay \$35,000

The reinsurance contract is effective as of Sept. 20, when receivers were appointed, and allows policyholders who have lapsed their policies since that date to reinstate their policies without medical examination. The contract provides for 100 percent lien against the reserves of the reinsured business with the provision that the lien will be reduced by mortality savings and proceeds from liquidation of the Old Colony's assets. Receivers Keys and Preus will continue to liquidate the assets of the Old Colony and from time to time by court order they will turn them to a trust fund to be maintained by the Life & Casualty for the benefit of Old Colony policyholders. The fund will be used either to reduce the lien or in the event of policy maturities or lapses, the Life & Casualty shall pay in cash the share assigned to those individual policies. Policyholders are also given the right to reinsure their liens with a term policy without medical examination.

The Life & Casualty will pay \$35,000 to the estate of the Old Colony, the bulk of which will be applied toward settling outstanding claims.

The reinsurance contract is subject to the approval of Life & Casualty stockholders and the director of trade and commerce of Illinois, but no further complications are expected. As of Dec. 31, 1931, the Life & Casualty had assets of \$1,741,841, capital was \$422,500, surplus \$620,430 and \$15,000,000 insurance in force.

Ettelsons Oppose Action

Mr. Nueske's motion for a change of venue was presented by John I. Pearce, a new attorney in the case. Ettelson & Ettelson, representing Mr. Nueske, were his attorneys of record, and E. M. Treusch of the Ettelson firm asserted that Judge Brothers was not prejudiced in the Old Colony case and that the firm did not approve of the action to secure a change of venue. Mr. Treusch also intimated that if the change were made his firm would withdraw from the case. The judge held that the motion was in bad faith as the Old Colony attorneys had previously agreed that they would allow the case to proceed without further attempts to change receivers or retard the progress of reinsurance and liquidation.

Son Shines on Gridiron

Larry Burton, son of President A. M. Burton of the Life & Casualty of Nashville, a sophomore at Vanderbilt, is making a great name for himself on the Vanderbilt football team this year, playing left halfback. Young Burton is a player of exceptional ability.

In the Mercer game at Chapel Hill, N. C., he made a brilliant play by capturing a forward pass and making a 40-yard gain. At the Kentucky game he also pulled down a forward and ad-

Tolerance and Cooperation Are Called for in Business

COBURN VOICES HIS VIEWS

**Company Official Expresses Optimism
Over Policy Loans Before Char-
lotte, N. C., Underwriters**

CHARLOTTE, N. C., Nov. 17.—Home office-agent cooperation was stressed by Arthur Coburn, vice-president North American Reassurance, in a talk to the Charlotte Life Underwriters Association.

It costs companies money to turn down risks just as it does agents, said Mr. Coburn. "Try to bear in mind for every case that you have delivered and accepted by another company there is in all probability a case that your company accepts that would be declined by some other home office."

He said the agent is wrong over 50 percent of the time in cases where he feels that another company would accept standard. So agents, as well as home office men, are human and make mistakes. Mr. Coburn called for tolerance between home office and field.

Emphasizes Permanent Policy

He said it should not be overlooked that term insurance should be used for temporary protection, but an agent who gets into the habit of selling term may be "selling himself out of the business." The real strength of legal reserve life insurance, he said, is derived from selling the public higher premiums payable during the active working period of life, thereby building reserves which make possible fulfillment of the contracts and create public confidence in the insurance.

Many agents are "twisting" legal reserve policies bearing loans, yet Mr. Coburn does not believe the existence of a policy loan necessarily means the contract would be cashed in. A recent study of policy claims in one company showed that 25 to 30 percent of life policy proceeds paid to beneficiaries came from contracts burdened by loans.

Twisting such policies is an unfortunate tendency which if continued Mr. Coburn believes will cause the loss of some public confidence.

Discusses Policy Loans

He believes the increase in policy loans, which is disturbing to many home office men, is a natural one. Even banks have not been able to adhere strictly to their normal functions. He considers that the weight of policy loans probably has reached its peak and a return to normal proportions will follow. A truer and further appreciation of life insurance may be expected to be realized from the successful response of the life companies to the public demand for loans, when present chaotic conditions have passed.

vanced the ball 39 yards. He did some exceptionally brilliant work at the Tulane game in New Orleans. In three plays he carried the ball 36 yards for a touchdown, tying the score 6-6. In the Georgia game he scored the first two touchdowns for Vanderbilt, winning the game. With Maryland, two weeks ago, he made a 45-yard run for a touchdown, but was recalled on account of running out of bounds. The most dreaded game of the season was the one last Saturday with University of Tennessee in which Vanderbilt succeeded in holding the score to a tie of 0-0. The Vanderbilt team has not been defeated so far this year but has played two tie games.

W. S. Dehnell has been appointed district manager for San Diego and Imperial county, Cal., for the Equitable Life of New York. He was formerly field assistant for the Equitable at Pomona, Cal.



Dear Fred:

"LOCAL BOY MAKES GOOD!" That's me, Fred; I've just taken a big leap up the ladder, and I'm waving my hat! Here's how it happened, play-by-play:

I ambled into the U. C. L. office the other day and bumped into Pete Reynolds, who used to room with Lefty over in 34B. Remember him? He seemed awfully glad to see me—thought for a minute I was in the market for a policy. I put him straight, and then he asked me if I'd ever thought of selling. He told me he was on the lookout for new agents, so I followed him into his office—just to humor him.

Well, Pete hauled out a big book they have and proceeded to "give me the works". I knew that selling—least of all in intangibles—wasn't in my line, but I sure wished I *could* sell by the time Pete got started on the Union Central set-up! He showed me how they started back when our grandfathers were children, and the financial statement looked like the ones you used to read about before prosperity hid around the corner.

Of course, I told him I was just a plain, unadulterated greenhorn in the selling racket, but he laughed at me.

"Shoot, Sam", he said, "you could sell like a veteran with U. C. L.'s new system. Look at this a minute."

Boy, he opened my eyes. It seems that U. C. L. borrowed an idea from *real merchandisers* and applied it to themselves. I can't give you all the dope, but here's a hint: we sell insurance the same way you sell your beloved iceboxes.

Did you notice that "we"? Yes, I bit. That scheme looked so fool-proof I thought even I could sell, and I started with U. C. L. two weeks ago. Am I sorry? I've already written two policies and made more money than I used to, hanging over a desk all day.

But I've got to clear for action. Give Freddy a playful poke for me; I'm coming up soon to write you an Education Policy for him. Sez me! Don't button up your resistance, you old Buzzard, because you'll take it and like it when I open up with that new method!

YOUR OLD ROOMMATE,

Sam



THE UNION CENTRAL
LIFE INSURANCE COMPANY

>> CINCINNATI <<

Decapitation in Official Ranks

(CONTINUED FROM PAGE 3)

Commissioner Dunham of Connecticut is not affected by the election and his term runs to July 1, 1935.

The election of Governor Lehman of New York, a prominent Democrat, will undoubtedly mean the continuance of Superintendent G. S. Van Schaick in office if he cares to remain, as Mr. Van Schaick is a personal friend of Governor Roosevelt. The country over will rejoice at the continuance of Mr. Van Schaick in office as he is one of the most brilliant and able of the commissioners.

The reelection of Governor Bryan in Nebraska assures the continuance of Lee Herdman in office. Mr. Herdman has been a sufferer from heart ailments and was in the hospital for a month last summer but his health has improved considerably.

Commissioner G. W. Brown of Minnesota will not be affected, although his party was about driven out of power in the state. His term does not expire until 1935. However, his tenure of office does not mean that he may not be catapulted out of a job, as Governor Olson, farmer-laborite, has done

this with a number of state offices the last two years. Mr. Brown has been commissioner for more than four years and is now first vice-president of the National Convention of Insurance Commissioners. He has given satisfaction in the administration of his department.

Commissioner Averill of Oregon will not be disturbed as his term does not expire until late next year.

A Democratic governor has been elected in Wyoming. This election is to fill the unexpired term of Former Governor Emerson from whom Commissioner Theodore Thulemeyer received his appointment, expiring March 1, 1933. It is the general opinion that there will be no change, therefore, in that state.

There is a new commissioner appointed in Kentucky, G. B. Senff, a newspaper publisher at Mount Sterling. C. I. Brown has been acting commissioner since B. W. Allin suffered a nervous breakdown and retired from office. Mr. Senff is 50 years of age and has gotten out a clean and well balanced newspaper. His brother, Judge Earl Senff, is county judge at Mount Sterling. The family

is closely associated with Judge A. W. Young of Morehead, a powerful Democratic politician and for years a member of the Kentucky house.

The election of Judge Horner, Democrat, in Illinois will doubtless mean the retirement of H. W. Hanson as insurance superintendent, much to the regret of the people of the state. Mr. Hanson has taken high rank among the commissioners. A number of people have suggested to Judge Horner that Mr. Hanson should be retained but the office is such that undoubtedly the Democratic administration will want to fill it with one of its own political family. Mr. Hanson was formerly in the office of secretary of state when Governor Emerson held that office. Later he became assistant director of trade and commerce.

Commissioner J. I. Reece of Tennessee is slated for retirement as Governor-Elect Hill McAlister will undoubtedly appoint someone of his own political faction, although Commissioner Reece is a Democrat. Commissioner Reece supported the candidate who fought McAlister and later ran as an independent. Mr. Reece's brother, Congressman Carroll Reece of Johnson City, was elected and has powerful political influence.

C. F. Hobbs was reelected in Kansas for a third term. F. L. Britton a for-

mer Kansas fire insurance field man, was the Democratic candidate. He was later executive vice-president of the Preferred Risk Fire of Topeka. Mr. Hobbs has been connected with the insurance department for over 20 years.

W. B. Harrison, comptroller general and insurance commissioner of Georgia, was reelected. He filled out the unexpired term of the late W. A. Wright, who had held the office for 43 years. Mr. Harrison had been assistant to General Wright for 15 years.

R. C. Clark, insurance commissioner of Vermont, will probably be reappointed. He has served in that office since 1923 and has given uniform satisfaction.

Notwithstanding the political upset in Maine, Commissioner W. D. Spencer will likely continue as his term does not expire until May, 1935. He is serving his third term.

New Official in Virginia

A new state auditor was elected in West Virginia, being ex-officio insurance commissioner. E. C. Lawson, the present auditor, has been very active in connection with the insurance department and insurance affairs of his state. The new man is Edgar B. Sims. He taught school for a while and later was a traveling salesman. The insurance men are hoping that in appointing the deputy commissioner, who really operates the department, he will get some experienced person.

W. D. Knott, treasurer of Florida, who is head of the insurance department, was reelected last week. He attended the recent Texas meeting of the commissioners and is regarded as a capable official.

Governor White, Democrat, was reelected in Ohio, which probably means the continuance of Superintendent C. T. Warner in office unless he is shifted to some other work. Governor White made the appointment.

Insurance Commissioner Jess Read of Oklahoma was reelected a year ago and his term expires in January, 1935.

Kidd Is Deemed Secure

Commissioner Kidd of Indiana will not likely be affected although a Democratic governor was elected in his state. He was appointed for a four-year term and two years yet remain.

Commissioner C. C. Greer of Alabama is not affected as there was no gubernatorial election in Alabama this year. Mr. Greer was appointed early in 1931 for a four-year term.

The election had no bearing on the fate of Commissioner Armstrong of Pennsylvania. The Commissioner safely entrenched in office, is planning a recodification of insurance laws when the next legislature convenes the first of the year. To that effect, he has entrusted the laws governing the various lines to the different insurance organizations, asking them to draw up model bills which will in turn be checked by the attorney general for their legality.

The election of Judge Futrell as governor of Arkansas will probably result in the appointment of a new insurance commissioner. The incumbent, A. D. DuLaney, was appointed by Governor H. Parnell and confirmed by the senate March 4, 1931, after it had refused confirmation of W. E. Floyd.

Judge Futrell has indicated that he will make new appointments for heads of the different departments. Mr. DuLaney was elected a member of the executive committee of the National Convention of Insurance Commissioners last month.

Commissioner Brown of Massachusetts will not be affected. Governor Ely was reelected and although he is a Democrat and Mr. Brown a Republican he appointed him commissioner for another term of three years last spring. Mr. Brown came into office in December, 1928.

Commissioner Wilbour's term in Rhode Island expires Jan. 31. The governor and senate are of different faiths

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Great Salesmen of History



ALFRED THE GREAT

"HE was the wisest, best and greatest King that ever reigned in England!" So it is chronicled of Alfred the Great.

Disguised as a minstrel, Alfred invaded the enemy camps to spy on their strength. Armed with the information thus gained he returned, rallied his demoralized forces, and in a series of brilliant battles decisively defeated the Danes and drove them out of the kingdom.

A most noteworthy feature of Alfred's character was his zeal for learning. He established schools and labored himself as a scholar and teacher. Asser, Erigena and other noted schoolmen of the day were invited to his court. He collected and revised the laws, encouraged industry, and is credited with the construction of England's first fleet.

His inspired achievements make his place in history everlastingly secure.



ROYAL UNION LIFE INSURANCE COMPANY

A. C. TUCKER
Chairman of the Board

DES MOINES, IOWA

J. J. SHAMBAUGH
President

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so it is difficult to say whether the present commissioner will be reappointed or not. Commissioner Dan C. Boney of North Carolina won an easy victory along with the rest of the state ticket and was elected for another four year term. The term of office of Commissioner Sam B. King of South Carolina does not expire until April, 1934. Idaho went Democratic. Superintendent Bakes will not be affected, as the same governor was reelected and he appointed Mr. Bakes two years ago.

In Iowa, although a Democratic governor was elected, Commissioner Clark's term does not expire until July 1, 1935, and hence there is no likelihood of change.

Gives His Views on State Comity

(CONTINUED FROM PAGE 4)

commissioner he should in a friendly way bring it to the attention of the home commissioner. Commissioner Reece said that if there was something wrong with any Tennessee company and he was not aware of it he would take it as an act of friendship if some other commissioner would bring the subject to his attention. Commissioner Reece said that he felt it his duty to do this with outside companies. Frequently, he said, an outside commissioner can relieve the home commissioner of considerable embarrassment by taking the initiative in bringing to light a weakness that is considered vital. He stated that it is short sighted policy for a commissioner of another state to take umbrage when his attention is called to some weakness in a home state company.

Observations Are Made

Commissioner Reece after making his address dictated a statement for the benefit of the insurance newspaper men, giving some of his observations. The following is his statement:

"On the whole and fundamentally, the insurance companies are great public service institutions and are in exact compliance with the letter and spirit of the law in this and other states. They are generally correct in their standards of solvency and operation and make every effort to keep in compliance with the law and the great purpose for which they exist. Their bureaus, experts and representatives in the main are scientific, absolutely reliable, and deserve the full cooperation of the insurance commissioner in helping put across with the public their plans, policies, and operations as a worthy public service indispensable to the welfare of our people. The commissioner, as no one else, can help beget and maintain public confidence which is an immeasurable asset to the institution of insurance.

Cooperation Is Offered

"All that I have done during my administration as commissioner and all that I may do has had for its object to offer to all legitimate companies such valuable cooperation and to help enable them justly to preserve such confidence, so as ultimately to conserve the institutions intact even through an unprecedented depression. This cooperation and these objectives cannot be obtained through winking at intolerable conditions of a few doubtful companies, which, as exceptions, are not in line with the standards, methods, and great purposes which prevail in the institution of insurance as a whole. Time is verifying and will further verify these facts and my real attitude and service in the entire situation."

Need for Clarification

Commissioner Reece said there is need for refinement and clarification of some of the laws. The work should deal with essentials. Policyholders need better protection than they have. There should be more safeguards placed around investments. It is a question, he said, often whether rulings made by

him would stand. Some rulings are necessary but they should be made into statutory enactments.

The commissioner referred to the 2½ percent premium tax that before his day had been collected from both the direct writing and reinsurance companies. He ruled that this tax should be paid by the direct companies and the tax for the first half of the year has been collected on that basis. He said there was no way to check up in the records on reinsurance companies. He held that the ruling was not an imposition and it did not entail any extra burden.

No Dividend Reduction Allowed

He referred to the issue that had been created by his ruling that the 2½ percent on gross life insurance premiums did not permit of deduction of policyholders' dividends. He said that in 1898 the then commissioner ruled that dividends could be deducted and the tax be charged on the net. He said that the law is specific as to mutual fire and casualty companies permitting such deduction but there was no specific provision for life. The life companies are contesting the ruling. He said it means \$125,000 more a year in revenue. During the past six years, which is as far back as the state can go, there would be collected \$750,000 from life companies. This has been paid under protest. He said the issue is whether from now on the tax shall be collected on the gross premium or with dividends deducted and if so whether this can be collected for the last six years.

Leaders Analyze Figures for 1932

(CONTINUED FROM PAGE 4)

protective and investment features will be discussed by President M. A. Linton of the Provident Mutual Life, in his talk, "Security Plus for the American Family." One of the features of his talk will be illustrations showing what would have happened in the last 20 years if the accumulation element had been separately invested in other channels.

"Law, the Guardian of Security" will be discussed by George B. Young, general counsel National Life of Vermont. Mr. Young is a former president of the Association of Life Insurance Counsel.

"Human Problems of Insurance Supervision" will be discussed by Commissioner William A. Tarver of Texas, the new president of the National Convention of Insurance Commissioners.

U. S. Supreme Court to Pass on Important Tax Question

WASHINGTON, Nov. 17.—The taxability of interest on dividends left by policyholders with the company, will be decided by the United States Supreme Court, which has granted a petition of the Massachusetts Mutual Life for review of a decision of the United States court of claims.

In the determination of the company's income tax liability for 1926, the commissioner of internal revenue refused to allow a deduction of \$544,964, the amount of interest accrued and credited to policyholders on dividends to accumulate but not actually withdrawn by them. Instead, the commissioner allowed a deduction of \$248,405, the amount of such interest actually withdrawn or surrendered by policyholders during the year. The court of claims upheld the commissioner.

The case involves a new question arising under the revenue acts which has never been decided by any other court.

Three new divisions have been created at the head office of the Western & Southern Life, the following appointments being made as superintendents of agencies: Division "F," A. O. Payton; "G," Lauren Schram; "H," J. B. Miller.

THE men who direct the destinies of an institution are as important an indication of its strength as are the figures of its financial statement.



F. A. CHAMBERLAIN

Chairman of the executive committee, First National Bank of Minneapolis. An NwNL Director and member of its executive and finance committees since 1905.



E. W. DECKER

President of the Northwest Bancorporation and of the Northwestern National Bank of Minneapolis. An NwNL Director and member of its executive and finance committees since 1905.



C. T. JAFFRAY

President of the "Boo Line" Railway and Chairman of the Board of the First Bank Stock Corporation. An NwNL Director and member of its executive and finance committees since 1905.



THEODORE WOLD

Vice President, Northwestern National Bank and formerly Governor Federal Reserve Bank, Ninth District. An NwNL Director and member of its executive and finance committees since 1926.



E. L. CARPENTER

President of Shervin, Carpenter & Clarke Co., nationally known wholesale lumber dealers. Also President, National Association of Lumber Manufacturers. An NwNL Director since 1911.



A. F. PILLSBURY

Treasurer, Pillsbury Flour Mills Company, known all over the world. A Director of NwNL since 1924.



THOMAS F. WALLACE

President, Farmers & Mechanics Savings Bank, the largest savings bank between Cleveland and San Francisco. An NwNL Director and member of its executive and finance committees since 1924.



F. T. HEFFELFINGER

President, F. H. Peavoy Company, largest grain firm in the world. A Director of NwNL since July, 1928.



O. J. ARNOLD

President, Northwestern National Life. A Director and member of its executive and finance committees since 1925.

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

STRONG LIBERAL

NEWS OF THE COMPANIES

John A. Massen President Celebrating Its 27th Year

Almost All the Old Officials of the Northern States Life Are Now Eliminated

Alderman John A. Massen of Chicago, who is receiver of the Security Life of that city, has been elected president of the Northern States Life of Hammond, Ind., to succeed Bertram Day, resigned. Vice-President C. E. Johnson has also resigned. Dr. O. C. Neir, medical director, has resigned but will be retained on a part time basis. Of the old crowd only J. W. Seids, vice-president, and H. S. Tressel, director, hold over. Mr. Day and Mr. Johnson both retired from the company entirely. Mr. Massen said that he would institute a policy of economy and efficiency. Harvey Arnold, head of the Gary Trust & Savings Bank, which suspended, is a director, that bank having opened this week.

Sun Life's Nine Mnths

The Sun Life of Canada's income for the first nine months was "several million dollars in excess of its total expenditures, including payments to policyholders, beneficiaries, and all expenses of management," Vice-president and General Manager A. B. Wood writes in a letter to policyholders. Mr. Wood states that in the same period "the company disbursed \$83,000,000 in death claims, matured endowments, dividends and other payments to policyholders and beneficiaries." Within the last few days the company has subscribed for \$3,500,000 of the new Dominion of Canada loan.

Indianapolis Life Has Shown Steady Advance in Its Operations During the Depression

The Indianapolis Life is celebrating its 27th anniversary this month. President F. P. Manly gives the financial statement as of Nov. 1 showing assets \$14,929,012, gain in nine months \$927,265, death claims \$336,344 or 43 percent of the expected, dividends to policyholders \$354,156, total dividends since organization \$3,482,444, death claims since its organization \$3,448,786. President Manly in his message to policyholders says that the company has been making investments in choice real estate mortgages for permanent investment and investing in the highest grade bonds for liquid purposes. He says the company has on hand larger cash resources than ever before. The call for policy loans has been greater than usual but the cash resources have increased steadily during the year, he said. It has not been necessary for the Indianapolis Life to dispose of any securities for ready cash or borrow money. It has now over \$100,000,000 insurance in force.

Suit Likely to Be Dismissed

Unless the attorneys for Frank S. Rader of Kansas City, Mo., are able to make an unusual showing in a brief, the receivership suit which he filed against the Bank Savings Life of Topeka will be dismissed. Rader holds a policy for \$2,500.

The company's attorneys argued a motion to dismiss the bill before Federal Judge J. C. Pollock at Wichita two days after the suit was filed. Judge

Pollock told the attorneys it appeared to him on the showing made that the court was without jurisdiction to consider the receivership. He indicated he would dismiss the bill at once.

Rader's attorneys then asked for time to prepare a brief on the jurisdictional question and the court held the dismissal order in abeyance until this brief is filed and the company is given an opportunity to file a reply brief if it appears necessary. It was indicated that a decision would be rendered within ten days or two weeks.

Philadelphia Life's Capital

At a stockholders' meeting of the Philadelphia Life this week it was voted to increase the capital to the authorized amount, \$1,000,000. The present paid-in capital is \$700,000, the par value being \$10. The new issue of 30,000 shares will be sold at \$12.50 a share.

Old Line's Assets Increase

MILWAUKEE, Nov. 17.—Assets of the Old Line Life increased about a quarter of a million dollars the first nine months of 1932, it was reported at the directors' meeting here last week. A substantial increase in the surplus was also reported. The regular quarterly dividend of 2½ percent, payable Jan. 1 to stock of record Dec. 15, was declared.

Security Life & Trust

The Security Life & Trust of Winston-Salem, N. C., now is in its new location on West Fourth Street in that city. The company outgrew its old quarters and bought a beautiful building which is ideally suited for the home office use. The home office agency remains at its old location on Spruce street under the management of A. M. McGlamery.

The Clinton, Ind., office of the Western & Southern Life has been consolidated with the Terre Haute office.

Merchandised Selling Is Pushed by Union Central

New methods of presenting and selling life insurance, designed to meet depression conditions, are being presented to salesmen of the Union Central Life by several "flying squadrons" from the home office which will visit the major agencies throughout the country. The squadrons started from Cincinnati with two new selling kits developed after months of study and research, and forming the basis of the company's general plan of "merchandised selling" built to capitalize to the greatest possible degree on its national magazine and radio advertising now appearing.

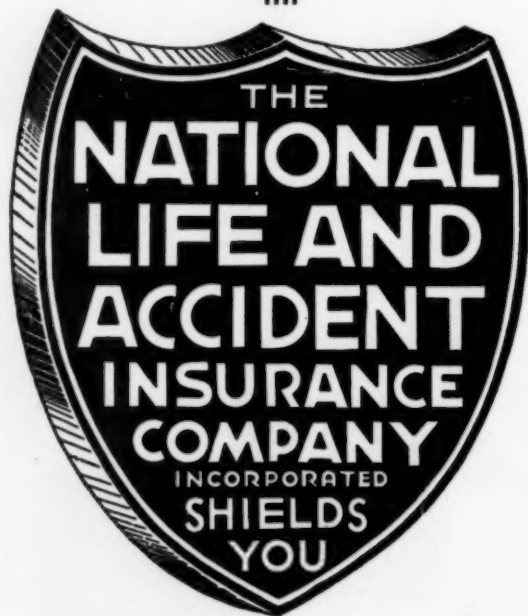
Essentially the "merchandised selling" idea adapts to life insurance the accepted fundamental of merchandising which has proved successful in virtually all other fields—presenting the product in a package. It puts the newcomer in life insurance almost immediately on a self-sustaining basis and provides experienced salesmen an entering wedge and a new interesting story.

Responsible for Increase

President W. Howard Cox credits the plan in a large part for increased business reported in the last few months.

One squadron, composed of Wendell Hanselman, assistant superintendent of agencies; H. N. Hamilton, director of conservation; H. D. Trueblood, editor of the Union Central's "Agency Bulletin" and Howard Henderson, manager Cincinnati office of the J. Walter Thompson Company, which handles the company's advertising, held its first meeting in Pittsburgh, Pa. On the itinerary were Washington, Baltimore, Philadelphia, Boston, Buffalo, Cleveland, Detroit and Grand Rapids.

The midwestern squadron, composed of Richard Rust, secretary; A. D. Koepp, assistant actuary and J. W.



Trade Mark Reg. U. S. Pat. Off.

"Some day it will turn to a band of gold"

THE loyalty and length of service of Shield Men is well known among the insurance fraternity. Approximately one-third wear Service Pins which signify their period of successful work with the National Life & Accident.

More than 400 have represented the Shield Company over 15 years. 600 more have served from 5 to 14 years.

A recent recipient of a 5 year pin said, "My pin has a band of silver with five pearls, but some day it will turn to a band of gold with ten pearls."

Such is the feeling of Service Pin wearers of the National Life & Accident. Another reason why it pays to be a Shield Man.

The NATIONAL LIFE and ACCIDENT INSURANCE CO., Inc.
Nashville, Tennessee

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Rivers, district supervisor, held its first meeting in Rockford, Ill. The party also visited Davenport, Des Moines, Sioux City, Omaha, Lincoln, Kansas City and Wichita.

Vice-President G. L. Williams, J. R. L. Carrington, assistant actuary and Paul Hommeyer, district supervisor, made up the southern squadron which began its meetings in Louisville and finished in St. Louis Nov. 11 after holding meetings in Atlanta, Birmingham, New Orleans, Memphis, Little Rock and Oklahoma City.

The fourth squadron, headed by Jerome Clark, vice-president, started at Dallas and is to finish at Chicago Nov. 23. The itinerary covers the longest route including San Antonio, Los Angeles, San Francisco, Portland, Seattle and Minneapolis. Accompanying Mr. Clark was Dr. William Muhlberg, vice-president and medical director.

Vote on Capital Increase

A meeting of stockholders of the American Union Life of Tulsa, Okla., has been called to vote on a proposed increase in capital from \$50,000 to \$300,000.

J. S. Berryman is president of the American Union Life, William McCallum, executive vice-president and general manager, and Wallace Bowline secretary.

Columbus Mutual's Increase

New business of the Columbus Mutual Life in October was 17 percent in excess of that in 1931. The company

C.C. Thompson Names Committees

L. O. Schriver of Peoria, Ill., general agent of the Aetna Life and third vice-president of the National Association of Life Underwriters, has been appointed chairman of the program committee for the annual convention to be held next fall in Chicago. A. E. Patterson, manager Penn Mutual, is the local program vice-chairman.

O. Sam Cummings, Texas manager for the Kansas City Life, is retained as chairman of the organization structure committee, while George E. Lackey, general agent for the Massachusetts Mutual in Oklahoma City, is chairman of the drafting committee. These two committees are in charge of the project to revise the structure of the National association, and the plan will be debated at the Chicago meeting of the association.

New Membership Plan

A new plan is being followed so far as membership is concerned. President C. C. Thompson of the National association is particularly interested in this work, as he was chairman of the membership committee last year. Mr. Thompson has appointed three of the vice-presidents of the National association as officers in charge of membership divisions. Arthur S. Holman, manager for the Travelers at San Francisco, is in charge of the western division. He is second vice-president of the National association. C. Vivian Anderson of the Provident Mutual in Cincinnati, who is vice-president of the National association, is in charge of the central division, while T. M. Riehle, Equitable Life of New York in New York City, who is first vice-president of the National association, is in charge of the eastern division. These division chairmen will appoint state membership chairmen.

In addition to Mr. Schriver and Mr. Patterson, the other members of the program committee are Chester O. Fischer, Massachusetts Mutual, St. Louis; T. M. Riehle and Gifford T. Vermillion, Mutual Life of New York, Milwaukee.

The chairman of the educational committee is Ralph G. Engelsman, Penn Mutual, New York City. George Kederich of the New York Life in

is increasing its business especially in Texas. E. F. White of Fort Worth led the production list for October.

Penn Mutual Agencies Meet

Paul Huttering, manager of training of the Penn Mutual Life, spoke on "Present Day Prospecting" at a tri-state meeting of Penn Mutual agencies in Jackson, Mich., Nov. 12.

John Gomph, Toledo general agent, and L. L. Newman, Fort Wayne general agent, were hosts to the meeting, which included the personnel of the Gillette agency in Detroit, the Gomph agency in Toledo, the Newman agency in Fort Wayne, and the Buckner agency in Grand Rapids.

Yates Holds Open House

John W. Yates, general agent Massachusetts Mutual Life in Detroit and secretary of the National Association of Life Underwriters, entertained 500 policyholders and friends at an open house in the agency's new quarters in the First National Bank building Nov. 15.

Doolin Detroit Speaker

L. J. Doolin of the Life Insurance Sales Research Bureau addressed the personnel of all of the Michigan general agencies of the Detroit Life at the home office in Detroit on "Why Build an Agency?" Mr. Doolin pointed out that agency building is not a haphazard matter but a definite plan must be prepared and followed out. Larger production lies not in better conditions but in better methods.

Brooklyn is chairman of the committee on by-laws. Henry J. Powell, Equitable Life of New York at Louisville, continues as chairman of the committee on law and legislation, and C. Vivian Anderson is vice-chairman.

Leon Gilbert Simon of the Equitable Life of New York in New York City, is chairman of the committee on publications; Robert L. Jones, State Mutual, New York, budget and finance; S. T. Whatley, Aetna, Chicago, International council; Victor M. Stamm, Northwestern Mutual, Milwaukee, resolutions; F. W. Ganse, John Hancock, Boston, cooperation with trust officers; A. Rushton Allen, Union Central, Philadelphia, relations with lawyers; J. K. Voshell, Metropolitan, Baltimore, cooperation with Chamber of Commerce of the United States; Franklin W. Ganse, national councilor to Chamber of Commerce of the United States; A. O. Ellason, Minnesota Mutual, St. Paul, senior council, and Glenn S. Kles, Ohio National, Lansing, Mich., committee on Michigan educational plan.

In addition to Mr. Myrick, the other members of the conservation committee, which has an important place in the business this year, are Charles Axelsson, Northwestern Mutual, Chicago; Paul F. Clark, John Hancock, Boston; Robert B. Coolidge, Aetna, Cleveland; C. C. Day, Pacific Mutual, Oklahoma City; W. M. Duff, Equitable Life of New York, Pittsburgh; Charles G. Engelsman, W. Rankin Furey, Berkshire, Pittsburgh; E. B. Hamlin, National of Vermont, Cleveland; John R. Hastie, Mutual of New York, Chicago; Arthur S. Holman, George Kederich, John C. McNamara, Jr., Guardian Life, New York; S. L. Morton, Connecticut Mutual, St. Louis, and F. B. Summers, New York Life, Omaha.

In addition to Mr. Cummings and George E. Lackey, who is vice-chairman of the organization structure committee, the other members are C. Vivian Anderson, George W. Ayars, Los Angeles; Paul F. Clark, John Hancock, Boston; John W. Clegg, Penn Mutual, Philadelphia; Chester O. Fischer, A. C. Larson, Central Life, Madison, Wis.; Julian S. Myrick, C. W. Scovel, Northwestern Mutual, Pittsburgh; E. H. Shaeffer, Fidelity Mutual, Harrisburg; Leon Gilbert Simon, Joel T. Traylor, Midland Mutual, Indianapolis; J. K. Voshell and S. T. Whatley.

On the drafting committee in addition to Mr. Lackey, who is chairman, and Mr. Cummings, who is vice-chairman, are C. Vivian Anderson, Earl H. Shaeffer and S. T. Whatley.



The LENGTHENED SHADOW

● Achievement has been aptly called the lengthened shadow of a man. Whatever form it may take, personal achievement is measured by the individual's ability to use the means at his disposal.

● In this respect men who represent the Great Southern are indeed fortunate. They are well fortified by company support, cooperation and character. Their contract, made direct with the home office provides liberal first year and exceptionally large renewal commissions. This gives greater opportunities for financial achievement, better chances of lengthening the shadow.

● The company's "stock-in-trade" includes a type of policy to meet every present day demand. It's help to representatives, effective and generous, emanates directly from the home office, thus maintaining a closer bond between men in the field and those in the home office who are anxious for your success.

● Under the Great Southern plan hundreds of men have attained undreamed of success. The some opportunity awaits you. Write the home office for full details.

GREAT SOUTHERN
LIFE INSURANCE COMPANY

HOUSTON, TEXAS

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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204 Atlanta National Bank Building

W. J. BATH, Resident Manager

Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill. Under Act, March 3, 1879

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Country on Upward Swing

NOTWITHSTANDING that the Democrats have won the election and the predictions of the so-called conservative elements were that the country would receive a setback in case of Democratic victory, THE NATIONAL UNDERWRITER believes that the country will now be definitely on an upward swing, that business conditions will rapidly improve and that our political, social and international problems will be solved in so far as they are capable of solution by governmental means.

This statement may seem strange coming from one who is a Republican, who voted the Republican ticket and expects to continue to be a Republican. There are times, however, when a change of front

is needed and when emphasis should be taken off some things and placed on others. The Republican party and the administration were not responsible for the stock market debacle and the system of stock market inflation and bond selling which drained the country of its resources, disturbed the agencies of distribution and instilled the hope in everyone's breast that he might become rich over night without creative effort on his own part.

A new deal in politics will be the signal for a readjustment in many vital matters where maladjustment had added to the general confusion. It's a case of, in the words of the title of VASH YOUNG's new book, "Let's Start Over Again."

Many Changes Are Anticipated

MANY will be the changes in the various state capitals after the first of the year because so many new faces will be seen. A political upheaval in the country naturally brings about important shifts. The victorious party naturally desires to reap its reward and being responsible for the administration it seeks to have people of its own political persuasion in responsible posts.

Unfortunately the state insurance departments will be vitally affected. Some of the most prominent and successful insurance commissioners will be replaced by men, new to insurance and new to insurance supervision. This seems very unfortunate especially at a time when legislatures will be so active and when in the legislatures themselves will be so many new law makers. While politics must be played and governmental business cannot be conducted with the same efficiency and independence as a private enterprise, yet it would seem that in a more or less technical department like insurance the governor would be justified in retaining in

office a man of opposite political faith if he were convinced that this official would play fair to the party in power and would give undoubtedly more satisfactory service than any new man that he might appoint.

Commissioner BROWN of Massachusetts and Commissioner DUNHAM of Connecticut both hold office in spite of change in the governing administration. They have given just as good an account of themselves as when a governor sat in the chair as head of their own political party in the state. Men of this type have kept politics out of the department. There are commissioners sitting in office today whose constructive work and experience have been of great value to the people of their states. It is a misfortune to have them depart.

LITTLE do ye know your own blessedness; for to travel hopefully is a better thing than to arrive, and the true success is to labor.—Robert Louis Stevenson.

PERSONAL SIDE OF BUSINESS

An insurance executive who is also a minister is J. E. Acuff, vice-president of the Life & Casualty of Nashville, Tenn. On a recent business trip to Jackson, Miss., he found the regular preacher of the West Capitol Church of Christ absent, so he preached a sermon on "Stewardship."

J. E. Sebastian of North Platte, Neb., manager of the Minnesota Mutual, has used effectively a pamphlet that he has gotten out, entitled "Beware of the Life Insurance Twister." This article has appeared in substance in many papers, being signed by the Western Nebraska Life Underwriters Association. Mr. Sebastian got this out as an educational leaflet to tell people the truth regarding insurance.

Elliott Hardon, 64, treasurer of the Kentucky Home Life, died last week from a heart attack while in bed at his home in Louisville.

H. T. Martin, general counsel of the Illinois Bankers Life of Monmouth, Ill., and until recently attorney for the Illinois Life, is president of the new Trust Company of Chicago that has just been established. Mr. Martin has been a practicing attorney for 25 years.

Floyd E. Williamson was reelected state auditor of Indiana at the election last week. At the time of his selection for that post at the previous election, he was state manager of the Provident Life & Accident.

A. Leroy Portteus, treasurer of the Indianapolis Life, was elected to the state senate on the Democratic ticket. He has been with the Indianapolis Life since its inception and always has taken an active interest in civic affairs.

Vice-President K. A. Luther of the Aetna Life is making a series of agency visits which will keep him in the field for four weeks, addressing special agency meetings in Chicago, Denver, San Francisco and Los Angeles. He returns to Hartford Dec. 8.

Darby A. Day, who was formerly manager of the Mutual Life of New York and later the Union Central Life in Chicago, but who was involved in the promotion collapse of the Chicago Fidelity & Casualty, has returned to Chicago and expects to get back into the life insurance business in some capacity. He will make a trip east in the hope of securing a connection. Mr. Day was one of the great life insurance organizers in Chicago but unfortunately became involved in promotional enterprises that brought about his business downfall.

J. B. Marmon, former manager of the Mutual Life of New York at Memphis, suffered a paralytic stroke at the end of September. He is now able to walk but he is still confined to his home. He is retired and lives at Memphis.

Judge Rufus M. Potts of Chicago, well known insurance attorney and formerly Illinois insurance superintendent, is celebrating this week the 40th anniversary of his being admitted to the bar. Judge Potts as a young man started his legal career at Taylorville, Ill., and then migrated to Springfield. He has been a participant in some of the important insurance cases and negotiations. Yet to give him a practical side of the business, he is president of the Central States Motorists Insurance Company of Chicago.

J. G. Brown, former Vermont commissioner and former president of the National Convention of insurance commissioners, died at his home in Montpelier Nov. 15 at the age of 66 after a long illness. He was commissioner



J. G. BROWN

from 1917 to 1922. After serving five years he resigned to become secretary of the Green Mountain Fire. Mr. Brown was also head of the Brown Insurance Agency. He was alderman in Montpelier in 1899 and mayor in 1900 and 1901 and later served for a time as postmaster.

Norton Ives, general agent of the State Mutual Life of Massachusetts in Detroit, celebrated his 10th anniversary as general agent by inviting his 17 associates to luncheon on Armistice Day. They presented him with an attractive desk clock.

The Junior Officers Association of the Northwestern Mutual Life at a dinner in honor of M. J. Cleary, newly elected president, initiated a class of new junior officers and put senior officers on the "gridiron" as part of the evening's entertainment. In prose, poetry and song, junior officers humorously told how they would run the company if they were president. William Behling, cashier, did the prose, Dr. William Thorndike of the medical department recited the poetry, and Joseph Gallagher of the agency department sang the song. Henry F. Tyrrell, legislative counsel, was toastmaster. President Cleary made an address in which he touched on the duties and responsibilities of junior officers.

The assistant managers, agents and clerks of the Cincinnati office of the Metropolitan Life gave a banquet last week to A. F. Sommer, the manager, who completed 25 years in that office. B. J. Sims was toastmaster. About 100 were present.

A. G. Schmedeman, Jr., agency secretary for the National Guardian Life, is the son of A. G. Schmedeman, governor-elect of Wisconsin, and the first Democratic governor elected in more than 37 years.

A memorial panel to John J. Lentz, founder of the American Insurance Union, which has been placed in the A. I. U. Citadel in Columbus, O., was dedicated Tuesday. Among those taking part in the ceremony were O. C. Weatherby, who was secretary to Mr. Lentz; Dr. G. W. Hoglan, Dr. Elizabeth Trumbull, Judge C. S. Younger and A. F. Coyle.

Jesse E. Downs, Charleston, Mo., Central States Life agent, has completed 21 years of service, having the longest service record of any Central States agent. In the early days of his career he rode horseback through the swamps

Opportunity for managers in Akron, Ohio Canton, Ohio Youngstown, Ohio

FOR qualified men there is a liberal and profitable manager's contract. The men chosen will work under the direct supervision and assistance of the Home Office. They will be given every possible help to insure their success with this strong 30 year old company.

This company writes all complete and modern forms of life insurance at a low net cost. Policies include participating, non-participating, disability and double indemnity.

If you are interested in a manager's contract that offers a real opportunity write

S. M. Cross, President
Columbia Life Insurance Co.
Cincinnati, Ohio

Preferred Policies at Preferred Rates for Preferred Risks

have been featured by this company since its organization in 1907.

Agency openings are available in Illinois, Indiana, Michigan and Missouri.

**BANKERS MUTUAL
LIFE COMPANY**
FREEPORT, ILLINOIS

Over \$1,800,000.00 paid
in claims since organization

Insurance in force
over \$34,000,000.00

Reciprocity

PHYSICIANS and Mothers know full well that the "Second Summer" is the crucial period in an infant's development.

Conscientious life underwriters know equally well that the second year is the "Second Summer," the danger period in the history of the average policy.

If the agent and his company wish to cling to as many policyholders as possible through the first two precarious years, the best way to assure results is by *Adequate Compensation* for the winning of the first renewal premium. In other words, when the company makes *Renewal Pay Well*—as it logically should—there is greater satisfaction and service to client, agent and company.

AMERICAN CENTRAL LIFE
INSURANCE COMPANY
INDIANAPOLIS, IND.

The Road Ahead

The success ahead of a life insurance salesman depends upon five definite things—

1. Himself
2. His field
3. His policy contracts
4. His contract
5. His company

All of these are equally important. If all are good, success can be predetermined.

To the man who possesses the right qualifications, we will supply the other requisites of the right field, the right policies, the right contract, with the right Company.



Home Office

For information address:
A. R. Perkins, Agency Manager

**JEFFERSON STANDARD
LIFE INSURANCE COMPANY**

JULIAN PRICE, President

Greensboro, North Carolina

and mud of southeastern Missouri. It took him 30 days to land his first application for \$1,000 but some years later when the company's millionaires club was organized he was one of the charter members. He is also a charter member of the Perseverance Club with five years of consecutive weekly production.

Joseph H. Harrison, 78, Denver, who was general agent of the Penn Mutual for 50 years, died last Saturday of a heart attack. He was a former state senator, and was postmaster of Denver under the Taft administration.

Patrick H. O'Brien, general counsel for the Detroit Life, was elected attorney-general of Michigan in last week's Democratic landslide in that state.

In reporting the meeting of the American Institute of Actuaries, credit was not given to a written discussion prepared by **A. T. Lehman**, actuary of the Detroit Life, which was read by Assistant Actuary **W. N. Bagley** of the Travelers. In the story printed Mr. Bagley was given credit for the discussion, which should have gone to Mr. Lehman.

I. N. Goodrich, superintendent of the National Life & Accident at Houston,

Tex., was injured fatally in an automobile accident near Richmond and died in a Houston hospital.

Governor Moore of New Jersey appointed **William B. Snowden** of Jersey City, manager of the Newark and New York offices of the Pacific Mutual Life, to the board of managers of the New Jersey state prison.

Max Harmelin, head of the agency in Newark for the Columbian National Life, which bears his name, has been elected president of the Hebrew Orphans' Sheltering Institution of Newark. He was formerly executive vice-president.

Clinton R. Frede, manager of the Detroit branch of the Massachusetts Accident since its establishment last spring, died Nov. 11 from heart trouble after an illness of ten days. Mr. Frede had been associated with the John W. Yates general agency of the Massachusetts Mutual Life in Detroit for some years and retained this connection while serving the Massachusetts Accident. He was secretary of the Yates agency at the time of his death.

The **Great Northern Life** has been licensed in Kentucky.

LIFE AGENCY CHANGES

Sanborn New General Agent

Big Boston Producer Appointed There by Connecticut Mutual to Head Second Office

Paul C. Sanborn, formerly of the Clark & Sanborn general agency of the State Mutual in Boston, has been appointed general agent of the Connecticut Mutual in that city, giving it two general agencies in Boston. Mr. Sanborn was associated with J. B. Clark for seven years. V. W. Kenney, president of the Boston Association of Life Underwriters, is the other general agent of the Connecticut Mutual. Mr. Sanborn joined the Paul F. Clark agency of the John Hancock Mutual in 1921. His first active year in the business he wrote \$600,000 on 74 lives. The next year he wrote \$700,000. In 1924 his production was \$1,250,000 for the John Hancock alone. In April, 1925, he joined the Williams & Clark agency of the State Mutual and later in that year became general agent and partner with

J. B. Clark. This agency became known through its modern individualistic sales plans and novel forms of presentation. It had a high caliber of men in its personnel.

When the new office was opened the company was represented by Vice-Presidents P. M. Fraser and H. M. Holderness, Superintendent of Agencies V. E. Coffin and Secretary H. N. Chandler. The offices are located at 49 Federal street.

C. A. Sanford

The American National of Galveston has appointed C. A. Sanford as general agent of the ordinary department at Lubbock, Tex. He was formerly vice-president of the Commercial National Bank of Sherman, Tex., and later became president of the Interstate Cotton Oil Refining Company, being engaged in that work for 18 years.

Grover C. Roth

Grover C. Roth, connected with the executive offices of the Maccabees in Detroit for several years, has been appointed state manager for Kansas and has taken up his new work there.

Don H. Parker

Don H. Parker, formerly general agent for the Abraham Lincoln Life in Michigan, has been transferred to the Hildebrand Agency in Kansas City as permanent agency supervisor. Mr. Parker has been in the business 11 years. He was formerly assistant manager for the Travelers at Grand Rapids.

M. P. Carleton

The Life of Virginia has appointed Monroe P. Carleton Detroit branch manager. He has been a highly successful producer with two prominent Detroit agencies.

J. E. Pollak, Robert Flattery

The Pollak-Flattery general agency of the Detroit Life in Detroit has been dissolved and J. E. Pollak and Robert Flattery have organized separate general agencies, both housed in the home office building. Both were formerly with the Morris Fishman general agency, which was discontinued last spring.

E. H. Wiet

E. H. Wiet has resigned as vice-president of the Central State Bank, Tulsa, Okla., to become general agent of the Bankers Life with offices in the Mayo building there.

J. M. Raines

John M. Raines, for several years a field assistant in the Little Rock, Ark., branch office of the Travelers, has been promoted to assistant manager there. He joined the Travelers in 1927 and was in Philadelphia for a time, but returned to Little Rock last March.

Jack Wilson

Jack Wilson has been made assistant manager for the Connecticut General Life in Kansas City, Mo., under W. L. Bell, general agent. He has been with the company there some time.

W. C. Johnson

The Farmers & Bankers Life of Wichita, Kan., has appointed W. C. Johnson general agent for northern Arkansas with headquarters at Harrison. He is a native of Arkansas, educated in the public schools there and at Valparaiso University in Indiana.

W. C. Peck

The Franklin Life has appointed W. C. Peck as supervisor for Michigan.

AN ANNOUNCEMENT

of interest to the Life Insurance Fraternity

In line with its program of aggressive agency expansion, the Continental Assurance Company announces that it will make a limited number of general agency appointments.

Facts Worthy of Consideration:

1. Financial stability second to none.
2. Management same since organization.
3. Complete service in all branches of life insurance at guaranteed rates.
4. Helpful sales and advertising co-operation.
5. Complete training in management and selling.
6. The Company's record is your assurance of its future.

Write For Complete Information, Stating Your Qualifications

CONTINENTAL

Casualty Company • Assurance Company

910 So. MICHIGAN AVE., CHICAGO, ILL.

Minnesota, Wisconsin and the Chicago district in Illinois. Mr. Peck started as an agent for the Missouri State in Chicago, became general agent and later manager of that company in Baltimore. He resigned that position to take up organization work for the Bankers Reserve of Omaha.

Life Agency Notes

The Detroit Life has appointed H. C. Brink general agent in Grand Rapids and surrounding territory.

Roy Godsey of Jefferson City, Mo., has been appointed manager of the life in-

surance department of the J. W. Hobbs Agency, which represents the Continental Life of St. Louis.

George Crosby has been appointed general agent for the Continental Life of St. Louis, at Alexandria, La.

J. Leslie Witt, brother of Lieutenant Governor Witt, has been appointed district manager of the Great American Life of San Antonio in Austin, Tex., with offices in the Stephen F. Austin hotel building.

P. L. Field, for nine years associated with the T. H. Cummings agency of the Northwestern National Life in Michigan, has been appointed field instructor. His new duties will be to train agents in the field. He has been district manager for the company at Saginaw. Before that he was supervisor for the Cummings agency at Detroit.

AMONG COMPANY MEN

Changes in Official List

Royal Union Life Announces Shifts Following Return of A. C. Tucker, Chairman of Board

Following the return of A. C. Tucker, chairman of the board of the Royal Union Life of Des Moines, to active participation in the company's affairs, there have been some changes in the official personnel.

J. J. Shambaugh is president. W. R. C. Kendrick, former first vice-president, is made second vice-president and executive home office counsel. He was formerly Iowa insurance superintendent. W. D. Haller, secretary and actuary, becomes first vice-president and actuary.

The office of vice-president and field manager was discontinued. B. M. Kirke, who has held that position, was chosen secretary. He will continue,

however, in charge of agencies as heretofore. Attorney C. M. Howell of Kansas City was elected a member of the board. J. A. Donohoe of O'Neill, Neb., who has been a director for a number of years, was chosen a member of the executive committee.

North American Life Treasurer Retires

C. V. Strathy has retired as treasurer of the North American Life of Toronto, but will retain his connection with the company and devote part of his time to the investment department.

Name Foley Vice-President

W. R. Foley has been elected a vice-president of the Continental Life of Missouri. He will be connected with the financial department. He has been a business associate of President Ed Mays for many years and became an executive of the company last July.

LIFE COMPANY CONVENTIONS

Ohio National Agents Meet

Leaders in Michigan Hold Sales Conference in Lansing—Home Office Men Attend

Leading producers of the Ohio National Life in Michigan gathered in Lansing for a sales conference at which the new visualized selling plan adopted by the company was explained for the first time in that state. The 60 agents present received the innovation in sales methods with enthusiasm. The plan has been in use by the company in other states for about two months and has been effective. Under the plan the agent obtains attention of the prospect through picturing his insurance needs and their solution without mention of the company until the need has been driven home and the basis for the sale substantially laid.

Among the speakers who addressed the several sessions were E. E. Kirkpatrick and Grant Westgate, superintendent and assistant superintendent of agencies, respectively. Noble E. Glassbrook, Lansing resident superintendent of agencies, and Glenn S. Kies, Lansing general agent, and Herman Henkel and Russell Moore, relatively new members of the Lansing agency staff, also addressed the visiting agents. A feature of the conference was a football party on Saturday when the conferees witnessed the homecoming game between Michigan State college and South Dakota university at East Lansing.

Pan-American Life

With their convention at the home office scarcely two months away, field men of the Pan-American Life are engaged in a series of contests in the last

two months. Agencies of similar size and standing have been paired and a special inter-agency contest luncheon will be served at the convention. Contestants who lose will eat "sowbelly, red beans and rice" at the losers' luncheon. The convention will be in New Orleans Jan. 9-11, the first held in the home city in a number of years.

October Sales Increased

October, "Shepard Month," was the greatest in the volume of paid business for the Lincoln National Life since last March and also was the best month in written business since May, 1932. It is also significant that October, 1932, showed an increase in paid business over the 1931 figure for the same month.

Western & Southern Rally

The Western & Southern Life held an all-day conference in Cincinnati at which President Williams presided and addressed district managers from Hamilton, Springfield, Dayton, Chillicothe, Columbus, Lancaster, Middletown, Marion, Fostoria, Toledo, Portsmouth, Athens, O., Ashland, Ky., Parkersburg, Huntington, Charleston, Fairmont, W. Va.

Pacific Mutual 1933 Convention

It is anticipated that there will be over 500 in attendance at the agency convention of the Pacific Mutual Life to be held June 26-30, 1933, at the Stevens Hotel, Chicago. The first three days will be given over to the company's Big Tree Club, composed of personal producers, and the last two days will be occupied by the meetings of the general agents' association.



Connecticut General Specialties

- Guaranteed cost contracts.
- Disability income and waiver of premium.
- Retirement plans with and without life and disability insurance.
- Single premium annuities.
- Salary savings insurance.
- Accident insurance — especially reimbursement forms.
- Group and wholesale life, group accident and sickness insurance.
- Group retirement annuities.

Connecticut General Life Insurance Company Hartford, Conn.

Distinctive Creole Cuisine

Enjoy the world famous Creole food that is to be had only in old New Orleans.

Here at The Roosevelt you will find Creole food prepared from recipes handed down by famed chefs from generation to generation; and service truly distinctive of New Orleans and the South.

Seymour Weiss, Managing Director



The Roosevelt

NEW ORLEANS



SOMETHING NEW THAT IS NEW IN LIFE INSURANCE

*A Dollar's worth for every Dollar paid
regardless of kind of policy purchased*

A \$1,000.00 Endowment Policy, any age at issue, guarantees \$1,961.54 plus Dividends in event policy becomes a claim the year it matures.

Our Twenty Payment most remarkable policy of all—too much to write about in this advertisement.

We have Ordinary with and without Cash accumulation. Without cash value it furnishes Pure Protection Life insurance at non-participating rates but on a participating basis—it is estimated dividends will amount to 50% within a few years, based on actual experience past five years.

Juvenile Policies—Ordinary, Twenty Payment and Endowment from birth, with all the fine features of our Adult Policies.

Many other forms of Policies equally attractive.

Operating in Illinois, Michigan, Indiana and Missouri

INTERSTATE RESERVE LIFE INSURANCE COMPANY

Mutual Legal Reserve Life Insurance

Ten East Pearson Street : : : Chicago



"Only \$3 for all this?"

You'll be surprised, too, when you see how much luxury and convenience you can enjoy at the Hotel Lexington for as little as \$3 a day.

And here's another fact that'll make your expense account beam with gratitude—it costs only \$1 a day more for two persons at the Lexington. A room which is \$3 for one, for instance, is only \$4 for two persons.

HOTEL LEXINGTON

In Grand Central Zone, Lexington Ave. at 48th Street

NEW YORK CITY

CHARLES E. ROCHESTER, General Manager

AS SEEN FROM NEW YORK

By R. B. MITCHELL

BASIC SOUNDNESS EMPHASIZED

Other types of insurance companies than life might well set as a goal the stability maintained by the life companies through the depression, made possible to a large extent by limitations placed on their investment practices, Superintendent Van Schaick of New York told the New York City Life Underwriters Association at the November meeting. This soundness of investment policy has enabled life companies to meet all just requests for loans during the depression, he said. "No policyholder in legal reserve life insurance companies licensed to do business in the state of New York has suffered one dollar of loss either in loan value or otherwise," Mr. Van Schaick said. "Ample liquidity to meet unusual demands without resort to unusual measures is a characteristic of present day life insurance." He defined the marked decline in applications for policy loans as an indication of improvement in general conditions. Also the borrowing by companies has been negligible, as has been sacrifice of securities to meet obligations. Life insurance is built to stand the most severe and continuing strain, Mr. Van Schaick declared. Some thought might be directed at the question whether it would be desirable to make a wider application of the methods of life companies in other lines of insurance. He said there is an increased tendency to regard unearned premium reserves and loss reserves of companies other than life as trust funds and to restrict investment of a large

percentage of them to types of securities less subject to fluctuation. Sharp limitations on life companies' investments in common stocks indirectly have made impossible the development of affiliates in the life field, he said. This subject of affiliates is being studied by the insurance superintendents, especially from the angle of the possibility of improper use of these. Mr. Van Schaick finds a tendency of affiliates to obscure rather than to make plain a company's condition.

* * *

O'BRIEN APPOINTMENT OFF

M. E. O'Brien, whose appointment was announced several weeks ago in THE NATIONAL UNDERWRITER, as eastern manager for the North American Life with headquarters in Newark, will not take this position after all. He will remain with the Maccabees, with which he has been connected for some time in charge of production in a large eastern territory.

* * *

COTE JOINS KNIGHT AGENCY

N. J. Cote, for the past four years connected with the brokerage department of the Massachusetts Accident, has been appointed a member of the brokerage staff of the C. B. Knight agency of the Union Central Life in New York City. Prior to joining the Massachusetts Accident, Mr. Cote was with Crum & Forster. He is widely acquainted among New York insurance brokers.

AS SEEN FROM CHICAGO

TRAVELERS' CHICAGO PLAN

Manager Edward Dudley of the Travelers in Chicago and his associates will make an intensive drive to educate general insurance brokers on the practical selling of life insurance. The Travelers has a big branch office in the city and nine general agencies. In the Insurance Exchange are many general brokers. Some of them do business with the branch office and some with the general agents. Some do not make much effort to get life insurance.

It is the feeling of the Travelers' management that owing to the reduction in premium income along fire and casualty lines, brokers can make up at least a good part of the deficit by writing life insurance. Therefore, the Travelers will give six elemental lessons to brokers, dealing with the fundamentals of various kinds of policies and the manner of approach. There will be no technical information given. The instructors will be B. H. Groves, director of the training course at Chicago, and Franklin Toops, who is the expert on estates, tax and insurance trusts in the Chicago office. It will be the aim of the Travelers to teach brokers the A B C's of life insurance so that they can go to a prospect, make a good presentation and tell him just what a policy will do for him. The opening gun will be fired in the Chicago Board auditorium at 4 o'clock, Nov. 25, when the program will be announced. All brokers are invited.

* * *

ISSUE OVER POLICY POSSESSION

The Illinois appellate court, second district, Dombrowsky v. Prudential, passes on a question as to the possession of a policy. The assured had a policy, which recited "semi-annual premium \$60.14, payable on the delivery of this policy, the receipt of which premium is hereby acknowledged." The company contended that the policy was never in force and was not delivered for the purpose of constituting a con-

tract but was left with Dombrowsky at his own request and for inspection only. The policy dated July 1 was found by the widow in the office of her husband after his death Aug. 24.

The agent testified that the assured was solicited to take out a policy; that on Aug. 14 it was left with him at his request. The manager of the Prudential testified that no money was paid on the policy to him. The plaintiff made no effort to prove that payment of the first premium was made. The court holds that while it is true that possession raises a presumption that the policy had been delivered and accepted, yet such may be rebutted by showing that the applicant was permitted to take the policy merely for the purpose of examining it and determining after the examination, whether or not he would accept it. Judgment for the plaintiff is reversed and the cause remanded.

* * *

SUPERVISORS IN MEETING

The Life Agency Supervisors Association of Chicago met Thursday, continuing an interesting discussion on "Training New Men and Getting Them into Quick Production," led by Wayne Meigs. Six supervisors have been admitted as members; C. E. Lindstrom of the Travelers branch; Walter Jolley, Patterson agency Penn Mutual; C. C. Lipe, Peoria Life; C. H. Davis, Pacific Mutual; Frank Gagen, Equitable of New York, and R. W. Dunne, Reliance Life.

* * *

Simon's "Business Insurance" is primarily a field man's book on how to sell business insurance. Order from The National Underwriter. \$3.00.

CLAY W. HAMLIN "DEFINITIZER" SYSTEM

Manual for the manager on Mr. Hamlin's complete time control plans and 3 copies of the "Definitizer" for \$1.00.

Insurance R & R Service
Indianapolis, Indiana

IN THE SOUTH AND SOUTHWEST

Group Sales Good in South

Equitable Life, New York, Regards Them as Indication of Business Upturn in That Section

Improvement in business and industrial conditions in the south is indicated by the amount and distribution of group insurance recently written in that section by the Equitable Life of New York. It reports that since July 1 approximately \$5,500,000 of group protection covering 3,300 employees was purchased by 21 employers. More than \$3,000,000 was written in September alone.

Since the expense of group insurance is generally shared by employers and their employees, its purchase often denotes better conditions in an organization or an industry and expresses optimism concerning the present and confidence in the future.

That the apparent improvement in the south is not limited to any district

or any one type of business or industry is shown by the fact that nine southern states are represented in the group business written in the Equitable, and that the insurance protects employees in ten varied businesses and industries. Although companies in the textile industry head the list, from the standpoint of number of cases written and number of employees, department stores, wholesale groceries, banks and newspapers are well represented.

Oklahoma Fraternal Elect

OKLAHOMA CITY, Nov. 17.—R. P. Kuntz of this city, supreme lieutenant commander and state manager of the Maccabees, was elected president of the Oklahoma Fraternal Congress at its convention here. Miss Ruth Meadows, state manager Woodmen Circle, was chosen vice-president and Mrs. Eva Ryan of El Reno, state manager Royal Neighbors, secretary-treasurer. Mrs. Mary E. LaRocca of Omaha, president of the National Fraternal Congress, was the principal speaker.

PACIFIC COAST AND MOUNTAIN

Sullivan Is to Be Active

Newly Elected Washington Insurance Commissioner Has Some Definite Objectives in Mind

SEATTLE, WASH., Nov. 17.—In an interview W. A. Sullivan, who was elected insurance commissioner of Washington on the Democratic ticket, defeating the veteran, H. O. Fishback, by more than 50,000 votes, stated that he will not stand for any freak legislation. He expects to run down firebugs and automobile accident racketeers. He said there were 6,080 fires in Washington last year and of these 500 were listed as arson fires. He will advocate the placing of a deputy fire marshal in each county to work with fire departments. Mr. Sullivan feels that the present \$85,000 appropriation yearly for the expense of the insurance commissioner is inadequate. Last year the office collected over \$1,500,000. He said that the allowance is too small a percentage for running the office.

To Seek Higher Standards

He will fight for higher standards among agents. He stated that he is thoroughly in accord with plans for more adequate qualification rules, particularly with respect to automobile and fire insurance. He declared that he will make an energetic attack on the twister and hopes to have more stringent legislation passed that will put him out of business. Mr. Sullivan said that some companies are inadequately financed or mismanaged and he will look into applicants for licenses very carefully. He wants legislation passed to enable insurance companies to join the home loan bank system.

Mr. Sullivan is not in sympathy with the state monopolistic compensation fund. He will ask that this department be entirely overhauled as to rates. He believes that employers should have the option of taking out private insurance if they desire.

Mr. Sullivan was born in Baltimore 45 years ago. He came to this city in January, 1919, and opened a real estate and insurance office. He is a member of the King County Insurance Association and the Washington Insurance Agents League. He is chairman of the municipal affairs committee of the real estate board. Mr. Sullivan has done some excellent work with the Seattle Boys' Club.

Coast Actuaries Elect Hope

Important Problems Discussed at Three Day Session in Del Monte—Richardson Named Vice-President

Francis M. Hope, vice-president and actuary Occidental Life, was elected president of the Actuarial Club of the Pacific States at its fall meeting in Del Monte, Cal., Nov. 8-10. Other officers are: Vice-president, R. B. Richardson, vice-president and actuary Montana Life; secretary-treasurer, Leslie Cooper, assistant actuary Pacific Mutual Life; executive committeemen, R. C. Burton, actuary New World Life, and Marcus Gunn, associate actuary California-Western States Life.

While practically all sessions were in the nature of open forums, a number of prepared papers were presented, including W. C. Kennedy on "Committee Selection versus Individual Responsibility;" Gordon Thomson, West Coast Life, "Term Insurance;" L. J. Schmoll, Metropolitan Life, "Preferred Risk Policies;" Lawrence Morgan, Pacific Mutual Life, "Double Indemnity;" L. W. Dowling, Occidental Life, "Do Results Warrant Discussion of Underwriting Questions with the Field Force?" Russell C. Burton, "Army, Navy and Marine Corps Commissioned and Enlisted Personnel."

Discuss Rewriting Business

The session, under the chairmanship of President Burton, opened with reports from various companies regarding new business written, insurance in force, lapses, mortality and proportionate amounts of business with and without special benefits, as compared with the total amount of issued business.

Considerable discussion developed regarding the treatment of policies with heavy indebtedness and regulations under which rewriting may be sanctioned, it developing in the course of the discussion that at least one of the companies represented is employing an outside firm to rewrite its heavily loaned policies subject to certain restrictions. It appeared that other companies were inclined to feel that if the insured had the proper plan of insurance and was capable of carrying the premium and loan interest, even though it might be heavy, nothing should be done to disturb the policy. If, on the other hand, the loan interest and premium became too burdensome, some adjustment could

with PERFECT PROTECTION you don't have to die to win!

THE NEW IDEA THAT'S
SWEEPING THE COUNTRY

and here's how RELIANCE supports
this powerful sales argument!



60.27%

39.73%



\$42,695,299.40

has been paid to
LIVING policyholders
by RELIANCE LIFE
since organization.

\$28,147,778.64

has been paid to
BENEFICIARIES of deceased
by RELIANCE LIFE
since organization.

\$14,500,000 more paid to the living

In addition . . . Thousands of dollars paid in claims to the living mean satisfied and enthusiastic Policyholders who lead Reliance representatives to new business from their friends, relatives and business associates.

Records, carefully maintained over a long period of years by leading Reliance representatives,



show that 25% to 40% of their new business originates from claim payments made to LIVING policyholders.

RELIANCE LIFE
INSURANCE COMPANY OF PITTSBURGH
FARMERS BANK BUILDING PITTSBURGH, PA.

TRAVELERS TO HOUSTON

These fine modern accommodations
cost no more. . . .

**SAM HOUSTON
HOTEL**

Convenient downtown
location... Every room
with bath·ceiling fans
ventilated doors and
fine furnishings

RATES

\$2. AND \$2.50

O'LEARY and MICKELSON

Operators

J. S. MICKELSON Manager

HOUSTON·TEXAS

And Now— Monthly Premiums!

Agents, profiting by the exceptional money-making opportunities of our Golden Rule Contract, now may place Monthly Premium Policies, as well as those on the Annual, Semi-annual or Quarterly basis.

A Monthly Premium Depositing Plan is certain to be popular in times like these.

Columbus Mutual Life
Columbus, Ohio

THREE LITTLE WORDS "Full Level Premium"

Full level premium life insurance companies pay as they go. They put up the full reserve the first year and every year thereafter, on all business.

A full level premium company meets the reserve requirements of any and every state in the United States.

Mutual Trust Life is a full level premium Company. That is one reason for its steady progress and for the fact that agents find a Mutual Trust contract a profitable one.

Mutual Trust
LIFE INSURANCE COMPANY

Edwin A. Olson, President

CHICAGO

ILLINOIS

"As Faithful as OLD FAITHFUL"



then be made. The general feeling appeared to be, however, that it would not be advisable to indulge in a "whole-sale" program of changing but rather that such a program should be more or less limited, conducted with restrictions and that each case would more or less have to be dealt with in an individual manner.

It appeared from the discussions that there has been a decrease in the amount of business written with disability benefits since the new restrictions were made effective.

Two other subjects created considerable comment. These were: "What is the most equitable method of reducing a dividend scale to restore surplus lost through shrinkage or destruction of capital value" and "Is a general revision of surrender charges desirable at the present time."

Northern Life's Regional Meetings

The second of a series of three regional sales conventions of the Northern Life of Seattle on the Pacific Coast was held in San Francisco with managers and representatives of the company in the northern California territory in attendance.

In attendance from the home office were D. M. Morgan and Irving Morgan, vice-presidents; W. L. Miller, supervisor of the group department; Dr. G. G. Thompson, medical director, and L. A. Peek, supervisor agency service department. H. O. Seale, Jr., California supervisor, presided, assisted by G. E. Archambeault, district manager for Oakland and San Francisco.

A similar meeting was held in Los Angeles this week.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Charges in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest," published annually in May at \$5.00 and the "Little Gem" published annually in March at \$2.00.

Aetna 1933 Dividends Lower

Flat Reduction of 25 Percent Is Made
—Interest Rate Is Set at
4.5 Percent

The Aetna Life will pay 25 percent less dividends to policyholders in 1933. Estimated earnings for the year would be sufficient to permit a continuation of the old scale, but in view of general shrinkage in security prices, the company feels that it is in the interest of policyholders to adopt this conservative course.

A flat percentage reduction of the dividend scale has been made instead of a general revision, because it is hoped that conditions will not necessitate the continuance of the reduction in scale for long. The total rate of interest that will be allowed on dividends left to accumulate, and upon proceeds of policies left with the company, will be 4.5 percent. This will also apply to the proceeds of policies left in the non-participating department.

Connecticut General Soon to Increase Its Premiums

Rates of the Connecticut General, it is learned from unofficial sources, may confidently be expected to be increased March 1 an average of about 4 percent, much of the increase coming at the older ages above 40. This is in line with the announcement of the Travelers of an increase of identically the same amount. The Aetna Life ordinarily goes along with the other two companies, but has not announced any action. It was stated unofficially the move is being delayed with the hope that possible better economic and investment conditions will make it unnecessary next year.

The Connecticut General also it is

assured Jan. 1 will reduce its dividends payable in 1933. An increase in surrender charge, probably up to the \$16 basis already announced by a number of companies, is expected to be made Mar. 1 by the Connecticut General.

Provident Mutual Life

The Provident Mutual announces a contract known as the "combined single premium insurance and annuity." The contracts are issued on the same life in an amount at least sufficient to make the combined premium for the life insurance and annuity totaling 108 percent of the amount of the insurance. For instance, for \$10,000 single premium life insurance, a total of \$10,800 will be required, the excess over the single premium being applied to purchase the life annuity contract.

Mutual Trust

The Mutual Trust Life of Chicago now is considering applications for preferred risk ordinary life policies payable annually, semi-annually or quarterly in the first year as well as thereafter. The company pays an additional 5 percent commission on preferred risk policies where the net is paid in cash within 30 days.

American Life, Denver

The American Life of Denver will bring out a new rate book Jan. 1 which will contain some additional plans in the form of retirement income policies and annuity contracts. There will be a slight increase in premiums on one or two plans, all monthly income disability provisions will be eliminated and premium waiver rates will be slightly increased.

Protective Life

The Protective Life of Birmingham has modified its dividends for policies with income disability benefit issued between June 15, 1927, and Dec. 15, 1931. The dividend schedule is modified by deducting from the regular dividend one-half of the premium paid for disability benefits, with the provision that in no event will the dividend be less than half of the dividend which would have been paid according to the schedule in effect prior to June 1, 1932.

Great-West Life

The Great-West Life of Canada will increase the dividend scale Jan. 1, applicable to all the usual plans but noticeably on single premium and paid up policies, and those in force for a considerable period. On single premium investment policies profits will continue to be computed on 5 percent interest basis. Five percent will be paid as before on money left on deposit with the company. On ordinary life at age 35 the new dividends for policies in force for one year will be \$6.16, in force ten years \$6.56, 20 years \$8; on 20 payment life \$5.64, \$6.25 and \$6.66, respectively.



Stephen M. Babbit
President

HUTCHINSON, KANSAS

NEWS OF LIFE ASSOCIATIONS

Plan Chicago Sales Congress

Fine Speaking Talent Obtained for All-Day Gathering Scheduled for Nov. 18

The program for the annual sales congress of the Chicago Association of Life Underwriters to be held in the grand ballroom of the Hotel Sherman in Chicago, Nov. 18, is the most elaborate ever attempted. Harry T. Wright, associate agency manager Equitable of New York, heads the general committee. After an address of welcome by Mayor Cermak of Chicago, A. E. N. Gray, assistant secretary of the Prudential, will speak on "The Lesson They Left Out." There will be entertainment, followed by a talk by Courtney Barber, Chicago general agent Equitable of New York, on "Increased Usefulness." Mr. Barber has averaged about \$2,000,000 life business a year the last ten years and has been connected with the Equitable since 1892.

Howard Preston of Chicago, formerly with the Chicago Civic Opera Company and the Ravinia Opera Company, a baritone, will sing. Then R. B. Hull, managing director National Association of Life Underwriters, will give his famous talk "Getting Back Onto Main Street." After announcements noon adjournment will be taken for lunch.

In the afternoon Dr. S. B. Freehof, rabbi of K. A. M. temple, Chicago, a brilliant orator, will speak on "Why Life Is Still Worth Living." W. W. Klingman, agency vice-president of the Equitable of New York, will follow, his subject being "Opportunities in Life Insurance Selling." Mr. Klingman formerly was a million-dollar personal producer and built one of the Equitable's largest agencies.

Tommy Thompson, well known concert violinist, will give selections. Then T. M. Scott of Philadelphia, who for 14 years with but one exception has led the Penn Mutual's force in paid production, will speak on "Selling Today." Mr. Scott pays for about 200 cases a year with an average of \$10,000. F. H. Davis, former vice-president of the Equitable of New York and at one time general agent of the Penn Mutual, will speak on "Where Do We Go From Here?"

Nebraska—The Nebraska association will hold its third annual conference at Kearney Saturday. C. B. Sibbett, president of the Kearney association, will open the meeting. Frank Summers, president of the organization, will speak. R. C. Harris, president of the Nebraska Managers Association, will give a talk. The main speaker will be G. F. Ream, field service manager at the head office of the Mutual Benefit Life.

Jackson, Miss.—The Jackson association at its monthly meeting heard an address by J. Burton Webster, regional superintendent Penn Mutual Life, on "Salesmanship."

Boston—Charles C. Thompson of Seattle, president National association, will make his first appearance before the Boston association on Nov. 22 and will speak on "Completing the Program."

Northern New Jersey—Julius M. Eisen-drath, fifth avenue branch manager of the John C. McNamara New York City Guardian Life agency, gave some concrete facts in selling life insurance to the Northern New Jersey association at its luncheon-meeting in Newark.

Oklahoma—Members of the Dallas Association of Life Underwriters were guests of the Oklahoma association at Saturday's meeting in Oklahoma City and presented an entertaining program. President Jesse Todd turned the gavel over to President R. M. White of the visiting association.

H. T. Childre, superintendent of agencies for the Jefferson Standard, was key

speaker on "The Widening Circle of Life Insurance." Jack Robinson, agency superintendent West Coast Life, also appeared on the program. At the next meeting the Tulsa association will be guests and provide the program.

San Francisco—Dr. E. L. Woodruff, general agent Manhattan Life, chairman in charge of arrangements for the big social meeting and "hi-jinks" of the San Francisco association, which will serve as the closing meeting for the present administration, announces that it will take place Dec. 9.

Southwest Texas—The Southwest Texas association held its regular meeting in San Antonio with W. H. Childers presiding. J. M. Horner, Aetna Life, reported on the meeting of the Texas association.

A sales demonstration was given by Ronald Vincent, manager of the Travelers.

Cleveland—C. C. Thompson, president National association, will speak at the November meeting of the Cleveland association on "Completing the Program." Harry L. Delbel, Cleveland attorney, spoke to the general agents group of the Cleveland association last week on "Recent Changes in the Probate Law of Ohio."

Cincinnati—The Cincinnati association this week will be addressed by W. H. Harrison, vice-president of the Atlantic Life, on "The Old Story in a New Setting." Mr. Harrison was formerly president of a college in central Kentucky for four years. He started in 1907 as an agent of the Fidelity Mutual. He was associate general agent of the National Life of Vermont in Kentucky. Then he was Kentucky state manager of the Fidelity Mutual. Later he was Kentucky state agent for the Connecticut Mutual. He became vice-president of the Atlantic Life in 1925.

St. Louis—James M. Keplar, Elkhart, Ind., district manager Bankers Life of Iowa, talked to the St. Louis association this week on "Estate Engineering." He was one of the speakers at the National association meeting in San Francisco this year.

Ft. Dodge—A. J. Moe addressed the Ft. Dodge association on "What Are the Present Status and Future Possibilities of Life Insurance." He represents the Mutual Benefit Life in Ft. Dodge.

Waterloo, Ia.—C. W. Keyser, district agent at Iowa City for the Mutual Life, spoke to the Waterloo association on "How I Sell Life Insurance."

Omaha—Arrangements have been completed for the talk of Vash Young of New York before the insurance men of Omaha Nov. 29. His remarks will be on "Let's Start Over Again." Arrangements were perfected by J. D. Frazee, representing the insurance division of the Omaha chamber of commerce, and Forrest Croxson, president of the Omaha Association of Life Underwriters.

East Bay (Cal.)—A. L. Littlejohn, manager Alameda district Metropolitan Life at Oakland was chosen president of the East Bay association to succeed H. F. Clendenen recently elected president who resigned upon being transferred to Los Angeles as assistant manager of the Travelers.

Madison, Wis.—Plans for a radio advertising campaign were discussed at the luncheon meeting of the Madison association. Ethical considerations in underwriting, and the evils of rebating, twisting and casting aspersions on companies that have reduced dividends or received loans were taken up in the round-table discussion and will come in for further consideration at later meetings.

C. M. Kremer, recently appointed agency director for the National Guardian Life, was the principal speaker. He pointed out the advantage of the life underwriters organization to the individual member.

St. Paul—Sales resistance in life insurance is not materially stronger now than in prosperous times; in fact, there are many good talking points now that can often be used more effectively than when conditions are better. G. H.

MEN WANTED

General Agents—Other Agents

A conservative expansion program starting in January, 1933, by an old, sound, non-participating middle western life insurance company will create openings for 5 general agents and other agents in the middle west. Here is a real opportunity for men who can qualify.

Our contracts are liberal, our policies modern. Agents will receive careful Home Office supervision and training.

Write in confidence and give full details in first letter.

Address **W-96**, The National Underwriter, Chicago.

OPEN TERRITORY

for General Agents and Field Men of the Highest Class

United Mutual Life Insurance Company is considering applications of General Agents and Field Men who are able to meet high qualifying standards. Excellent territory and an unparalleled opportunity await men of this type.

You must have a good record and be a proved producer. If you fit such a description we will be very glad to hear from you, and you may be assured that all correspondence will be held in strictest confidence. In writing, please be sure to give us all the facts about yourself and your work. United Mutual occupies an exceptionally sound financial position with its investments entirely in Government and Municipal Bonds. It is showing a remarkable business increase under the present adverse general conditions.

Your application for a connection with United Mutual will be given courteous, confidential consideration.

United Mutual Life Insurance Company

Harry Wade, President

941 North Meridian St.

Indianapolis, Indiana



Chartered Under Special Act of the United States Congress

Geared Selling

Send for booklet
The Company Back of the
Contract

Fidelity gears its direct mail lead service to an exceedingly profitable "Income for Life" appeal. The premium value for each dollar invested by its agents last year in this service was \$54.60. Applications written on leads from the service are 38% higher than the company average of all paid policies.

Users Profit Accordingly

"Income for Life," Low Rate Life, Family Income, Disability, Accidental Death Benefits and a full line of annuity forms are included in the Fidelity kit—backed by more than half a century of fair dealing.

The FIDELITY MUTUAL LIFE
INSURANCE COMPANY
PHILADELPHIA
WALTER LEMAR TALBOT, President

Girard Life Insurance Company

Philadelphia, Pa.

Has excellent General Agency openings
in Ohio, Pennsylvania and Michigan

Generous first year and renewal commissions.
Low net cost policies.

We seek General Agents of high character and ability, who are willing to devote efforts to building a real General Agency.

When writing give us a fair word picture of yourself and your insurance experience.

Your correspondence will be treated confidentially until such time as we have your permission to make inquiry.

The Colonial Life Insurance Company of America

Home Office, Jersey City
New Jersey

Operates under the supervision of the Insurance Departments of New Jersey, New York, Pennsylvania and Connecticut.

Assets
Over 16 Million Dollars

Insurance in Force
Over 127 Million Dollars

Good Agents Can
Make Money

20% Reduction in Rates



Hotel Savery
Des Moines, Iowa



NEW LOW rates in effect NOW! At famous Black Hawk Hotels in Iowa and Minnesota. Service unsurpassed. Over 100% more minimum rate rooms at these new low rates. No waiting or inconvenience in securing desired accommodations. Rates for an extra guest reduced to \$1.00. Tastefully prepared food served in charming, friendly coffee shops and dining rooms at prices adjusted downward in tune with the times. NEXT TIME in Iowa or Minnesota—stop at a Black Hawk Hotel. Minimum rates at our hotels now range from \$1.50 to \$2.50. Lower traveling costs mean less expense in your sales departments.

BLACK HAWK HOTELS

Harris, supervisor of field service Sun Life, so asserted in his talk to the St. Paul association Nov. 14.

Mr. Harris told how the life companies have been a reservoir for policyholders the past two or three years and through cash payments and loans have enabled thousands to meet their obligations and retain their investments. If the companies are to continue performing this service, Mr. Harris said it is important that their premium income be maintained at as high a level as possible and this, he said, should be an incentive to every life insurance salesman.

MANAGERS' ASSOCIATIONS

Fate of Group Is in Balance

Detroit Supervisors Association Meets
Next Month to Decide Whether
to Continue

DETROIT, Nov. 17.—The fate of the Detroit Life Insurance Supervisors Association, which was organized in November, 1931, with Bryson Loughridge as president, will be determined at a meeting in December at which the members will be asked to determine whether the organization shall elect officers for the ensuing year and continue its work or will disband.

Mr. Loughridge resigned the presidency in October because of his leaving the supervisory field for personal production. F. E. McMahon, Aetna Life, vice-president of the association, was unable to assume the presidency because of a press of other duties. There was not a quorum present at either the October or the November meeting, at which Secretary C. C. Chamberlain, Travelers, acted as chairman.

T. H. Tomlinson, Bankers Life of Iowa, was appointed chairman for the December meeting and will get in touch with the general agents and managers of the larger offices in Detroit, securing from them the names of assistant managers or supervisors who are eligible for membership in the association and will endeavor to get these men to attend the December session.

Organize at Sioux City

General agents and managers in Sioux City, Ia., have organized the Sioux City Life Agency Managers Association. Permanent officers will be chosen at the December meeting. Temporary officers are: W. D. Morton, Mutual Benefit, president; J. Y. Hamilton, New York Life, vice-president, and J. M. Showalter, Register Life, secretary-treasurer. W. E. Moore, Pacific Mutual, and G. U. Silzer, Equitable of Iowa, with the officers comprise the executive committee.

Honor Nebraska Commissioner

The Nebraska Life Agency Managers Association honored Commissioner Lee Herdman with a reception and dinner at Omaha Nov. 14. Several of the newly elected legislators of Omaha and vicinity were also guests. R. C. Harris, Bankers Life of Nebraska, is president of the association.

Vote for Old Age Pensions

The voters of Missouri by a tremendous majority approved the proposition under which the legislature is authorized to take steps to provide for a system of old age pensions. Just what form this pension will take will be determined when the next legislature convenes in January.

Morton Jourdan Dies

Morton Jourdan of the law firm of Jourdan & English, St. Louis, counsel for the Missouri State Life and other prominent corporations, died in a physician's office there of heart disease. He was 67 years old and had been in ill health for about two years.

ACTUARIES

CALIFORNIA

Barrett N. Coates Carl E. Herfurth
COATES & HERFURTH
CONSULTING ACTUARIES
114 Sansome Street 437 So. Hill Street
SAN FRANCISCO LOS ANGELES

ILLINOIS

DONALD F. CAMPBELL
CONSULTING ACTUARY
160 N. La Salle St.
Telephone State 7398
CHICAGO, ILL.

L. A. GLOVER & CO.
Consulting Actuaries
138 North Wells Street, Chicago
Life Insurance Accountants
Statisticians

J. Charles Seitz, F. A. I. A.
CONSULTING ACTUARY
Author "A System and Accounting for a Life Insurance Company."
Attention to
Legal Reserve, Fraternal and Assessment Business—
Pensions
228 North La Salle Street Chicago
Phone Franklin 6555

INDIANA

Haight, Davis & Haight, Inc.
Consulting Actuaries
FRANK J. HAIGHT, President
Indianapolis, Omaha, Kansas City

HARRY C. MARVIN
Consulting Actuary
307 Peoples Bank Building
INDIANAPOLIS, INDIANA

MISSOURI

ALEXANDER C. GOOD
Consulting Actuary
615 Trust Co. Bldg., Jefferson City,
and
800 Security Building, Kansas City

NEW YORK

MILES M. DAWSON & SON
CONSULTING ACTUARIES
500 Fifth Avenue New York City

RECENT LETTERS

The President of a large Company says:
"It will revolutionize Life Insurance Selling."

A Superintendent of Agencies says:
"Greatest Selling Idea in a Decade."
An Underwriter says:
"It has doubled my income."

**LIFE INSURANCE AS A
PROPERTY INVESTMENT**
Found only in "The Essentials of
Life Underwriting" by
Abner Thorp, Jr.

The Diamond Life Bulletin
420 E. 4th St., Cincinnati, O.

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URTH
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So. Hill Street
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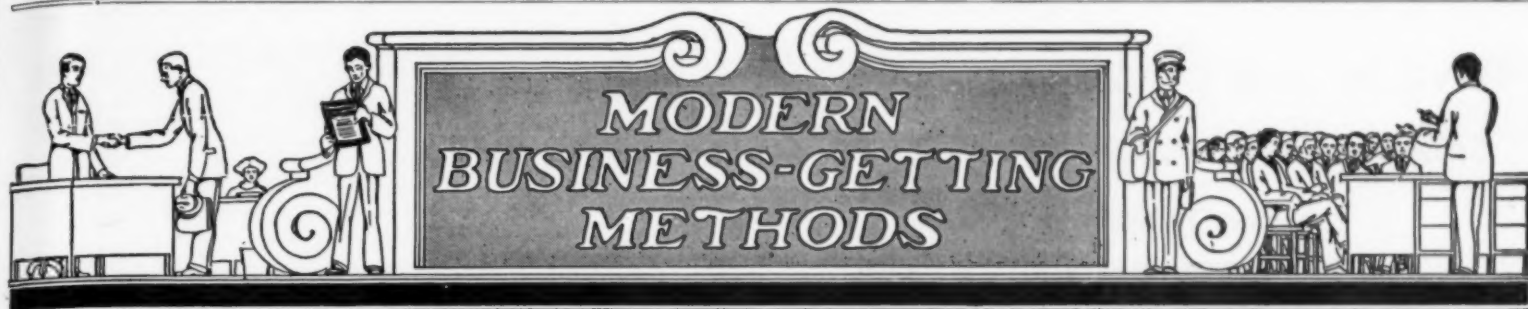
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Multi-Millionaire Discusses Strategy He Uses in Selling

NEW YORK, Nov. 17.—New York Chartered Life Underwriters were given an insight into the sales strategy of one of America's leading multi-million-dollar producers last week when Lawrence E. Simon, New York City, general agent Massachusetts Mutual Life, addressed their November meeting.

When starting to talk life insurance to a man, Mr. Simon makes it a practice to ask him a number of questions about his existing insurance, such as, "Is your insurance payable in a lump sum or as income? Have you the old or new form of disability? Are you taking your dividends or leaving them in? How much annuity will you have at age 60?" He asks these questions solely with the idea of getting the prospect to talk.

On the second call, after auditing the man's policies, Mr. Simon induces a receptive state of mind in the prospect by saying something like, "I know you're going to be pleased with the way I've worked out your idea." Make the pros-

pect think the idea was his own, Mr. Simon said. Usually he will think it was his suggestion, even though made by the underwriter.

"Agree with the prospect in everything he says," Mr. Simon urged. "No matter what he says, just say, 'I think you're right.' You can change your mind 10 minutes later. Avoid argument, invite agreement. Find a point of agreement and lead the interview along from one such point to another to the close.

What's the Matter with You? Wake Up Prospect

"When you have shown him the set-up you propose for his insurance, ask him to shoot it full of holes, to show where it doesn't fit his needs. Then he knows you aren't trying to high-pressure him. When he objects on a certain point, restate his objection in even stronger terms. If he advances reasons why he can't take the insurance, tell him, 'That's no reason, it's an ex-

cuse.' If he suggests a change, no matter how slight, be sure to tell him what a remarkable idea you think it is."

In dealing with the type of prospect who refuses to talk until the agent has given his entire sales argument, Mr. Simon has obtained good results by stopping short and asking, "What's the matter with you?" The startled prospect usually comes back with, "What do you mean, what's the matter with me?"

"High blood pressure, perhaps?" Mr. Simon inquires.

"No."

How to Handle the Medical Examination

"Albumen, maybe?" Mr. Simon asks, giving the impression that he is certain, from the prospect's manner, that something is wrong. This leads to a discussion of the man's physical condition and frequently an appointment with the medical examiner, the desired goal. Mr. Simon said that such prospects usually talk freely on their own health, particularly if they have had an operation.

But in talking about the medical examination, don't use the word "doctor" or "examiner," Mr. Simon warned, saying that he referred to him casually as the "young man" who would come

around to get the answers to a few questions.

If the prospect balks at the idea of an examination, the speaker advised saying, "Well, we won't really need a complete medical examination in your case, just your blood pressure, specimen, and answers to a few questions."

Mr. Simon advised avoiding figures in meeting competition. He recalled an incident of his early experience, when he had shown his prospect that his policy was cheaper than that of his competitor, who represented a much larger company. When he came back he found that the prospect had taken the XYZ company's policy.

"Didn't I show you where ours was cheaper?" asked Mr. Simon.

"Yes," the prospect replied, "but the other agent said, 'If the Massachusetts Mutual is cheaper how does it happen that the XYZ company sold five times as much insurance last year as the Massachusetts Mutual?'"

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Group People in Annual Meet

(CONTINUED FROM PAGE 3)

ance is continued by the employer in consideration of the injured employee reimbursing him entirely. The insurance companies do not favor the latter practice but they have no definite rule against it in their contracts.

On the question of extending the old disability coverage where an insured company wishes to add new units, through merger or otherwise, to its original group plan, the following rule was recommended: if the added unit is larger than the original one, the new unit may have only the new disability, which is virtually a limited waiver of premium; if the new unit is less than 25 percent of the original unit's size, it may have the old disability plan; if it is between 25 percent and 75 percent of the original unit's size it may have the old disability by paying \$2 per \$1,000 on the excess over 25 percent.

The idea of limiting the maximum coverage on a single life has arisen more from the general practice of keeping down the size of risks in ordinary life insurance, rather than from any specific difficulty with this type of risks. While it might be supposed that there would be cases of adverse selection in which an otherwise uninsurable executive would take group insurance for his employees so as to be able to get up to \$20,000 of it for himself, yet the large volume requirement that must be met as a prerequisite to an executive having so large an amount of coverage eliminates this contingency quite effectively. In fact, practically all the cases in which employers have taken group insurance for their own benefit rather than that of their employees have been in the smallest groups rather than the larger.

State Taxes Perplexing

State taxes have for some time presented a problem, due to conflicting claims of states. The usual practice has been to pay premium taxes on group policies in the state where the insured company has its main office, or else to prorate the employees' contributions according to their approximate distribution by states. If companies are forced to make this approximation completely accurate it would involve so much book-keeping that it would seriously interfere with the present low cost of group coverage. Much interest will attach to the outcome of a case now pending, in which the Wyoming insurance department is attempting to have the Equitable Life of New York pay taxes in Wyoming on premiums paid by employees of the Union Pacific railroad who work in Wyoming, although the railroad's head office is in Salt Lake City, Utah, and the group contract was made there. The group premium, of course, is paid from Utah and taxes were paid on it in that state.

The committee on state taxes recommended that no action be taken until the Equitable's suit has been decided.

It was recommended that where an extra premium is charged companies should not guarantee rates for more than one year. In some such cases rates have been guaranteed for five years.

Nebraska Legislation Sought

OMAHA, Nov. 17.—The legislative committee of the Nebraska Life Underwriters is busy studying out some changes that will be asked when the legislature meets in January. One thing that seems to be largely favored is to introduce a bill that will specifically designate the qualifications of agents. H. E. Worrell, Omaha Life, said most of the general agents here possibly are in favor of regulation of some kind, but are very adverse to anything like the Pennsylvania or Wisconsin statutes. "It is my belief the insurance commissioner

now has the right to specify qualifications on all subjects where not expressly forbidden by statute," said Mr. Worrell. "However, we will act with the majority view."

There is also agitation here to ask the law be changed so that all life insurance payable to a specific beneficiary shall be exempt from debts. As it now stands only such insurance as has been purchased with \$500 payment or less is exempt. Of course a policy payable to the estate would not fall under this clause.

Schoch Agents Banquet

Henry Schoch, Detroit general agent Aetna Life, held a banquet for 80 of his agents who qualified in production in October, which was Schoch month, the anniversary of his going to Detroit.

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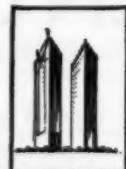
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